

MEREDITH NAMES CAREY WITMER ASSOCIATE PUBLISHER OF BETTER HOMES AND GARDENS MAGAZINE

NEW YORK, N.Y., February 10, 2006 - Meredith Corporation (NYSE:MDP) announced today that Carey Witmer has been promoted to Associate Publisher, Advertising for *Better Homes and Gardens* magazine. Witmer will report directly to Amy Wilkins, publisher of *Better Homes and Gardens*, which reaches more than 40 million Americans every month.

Witmer, 41, has been with Meredith since 1998 and most recently served as Publisher of *Country Home* magazine. Previously, Witmer served as Advertising Director of *Midwest Living* magazine.

"Carey has provided outstanding, spirited sales leadership at Meredith and her promotion to associate publisher of *Better Homes and Gardens* - our flagship brand - is an acknowledgement of her strong leadership abilities," said Meredith Publishing Group President Jack Griffin. "She has an impressive advertising sales track record and has played a leading role in *Country Home*'s strong advertising performance and brand recognition. She will be a valuable asset to the *Better Homes and Gardens* team."

Prior to joining Meredith, Witmer served as Group Senior Vice President at Fox Associates, where she generated significant sales increases at a broad range of titles, including *Woman's Day*, *Travel Holiday* and *Family Life*, and also grew advertising at titles such as *Home*, *Elle Décor*, *Organic Gardening* and *Eating Well*.

Witmer earned a B.A. in liberal arts from the University of Iowa. She will continue to be based at Meredith's 125 Park Avenue location.

About *Better Homes and Gardens*

Better Homes and Gardens magazine, with a circulation of 7.6 million and a readership of 40 million, is America's foremost home and family authority. *Better Homes and Gardens* is dedicated to the most important people and most important place in a person's life - family and home. *Better Homes and Gardens* was named # 1 in *Adweek's* "The Hit List" for the third year in a row.

About Meredith Corporation

Meredith (www.meredith.com) is one of the nation's leading media and marketing companies with businesses centering on magazine and book publishing, television broadcasting, integrated marketing and interactive media. The Meredith Publishing Group features 25 subscription magazines - including *Better Homes and Gardens*, *Family Circle*, *Ladies' Home Journal*, *Parents*, *Child*, *Fitness*, and *American Baby* - and approximately 200 special interest publications. Meredith owns 14 television stations, including properties in top-25 markets such as Atlanta, Phoenix and Portland.

Meredith has approximately 350 books in print and has established marketing relationships with some of America's leading companies including The Home Depot, DIRECTV, DaimlerChrysler, Wal-Mart and Carnival Cruise Lines. Meredith's consumer database, which contains more than 85 million names, is one of the largest domestic databases among media companies and enables magazine and television advertisers to target marketing campaigns precisely. Additionally, Meredith has an extensive Internet

presence that includes 32 Web sites and strategic alliances with leading Internet destinations. Meredith Hispanic Ventures publishes five Spanish-language titles, making Meredith the largest Hispanic publisher in the United States reaching women at every life stage. The *Family Circle* Cup, America's premier women's professional tennis tournament, is owned and operated by Meredith and held every April in Charleston, S.C. For more than three decades it has showcased the best in women's tennis.

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