Traditional Home Names Laura Cardello Home Furnishings Director

NEW YORK, NY (October 23, 2006) – *Traditional Home*, published by Meredith Corporation (NYSE: MDP), named Laura Cardello Home Furnishings Director. Cardello is a 20-year magazine industry veteran who joins *Traditional Home* from a premier home furnishings showroom.

"Adding Laura to *Traditional Home*'s senior management team further reinforces the continued growth potential for the magazine," said Pamela Daniels, publisher, *Traditional Home*. "Her great knowledge of our core endemic businesses, relationships with key clients and strong selling skills will be a tremendous asset."

Most recently, Cardello served as Showroom Manager for Jerry Pair & Associates, a multi-line showroom in New York's D&D Building. In that position, Cardello represented high-end fabrics, furniture, antiques and accessories with a focus on expanding clients and sales, as well as cultivating relationships with vendors and the design community.

Prior to that, she was a founding partner of Alt Spec, a print and web-based publishing company for the architectural and design community. Cardello was the Associate Publisher of Southern Accents from 1996 to 2000 and the Advertising Director prior to that. She has held advertising sales management positions at European Travel Life, the Travel Channel and *Town & Country*.

Cardello, a graduate of Wilkes University, is based at Meredith's New York offices at 125 Park Ave.

About *Traditional Home*
Traditional Home (www.traditionalhome.com), an upscale design and decorating publication targeting affluent readers that combines classic taste and modern style, has been the best-selling shelter magazine at newsstands for nine consecutive years. Launched in 1989, the magazine is the largest upscale shelter magazine in the country, has a circulation of 950,000 and is published eight times a year.

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