

# Betty Wong Named Editor-in-Chief of Fitness Magazine

NEW YORK, NY (September 26, 2008) – Meredith Corporation (NYSE:MDP) announced today that Betty Wong has been named Editor-in-Chief of Fitness magazine.

Wong joins Fitness from Meredith's Family Circle magazine where she has served as Executive Editor since 2005. She will report to Sally Lee, Senior Vice President/New York Editorial Director for the Meredith Publishing Group.

"Betty's strong background in the women's health, wellness and lifestyle fields makes her ideally suited for this opportunity," says Lee. "She has done a terrific job at Family Circle and is well-known for her leadership and team-building skills."

Prior to Family Circle, Wong was Health Director at Meredith's Ladies' Home Journal magazine. Her prior experience includes serving as Executive Editor at Working Mother; Senior Editor at Parents; and Editor-in-Chief of Parents Baby. She has also held editorial positions at a variety of magazines including American Baby, Redbook and McCall's.

"I am thrilled to be joining Fitness and feel confident that the brand will continue to be a leading voice for women seeking real life health, fitness and wellness solutions," says Wong.

A graduate of Cornell University, Wong resides with her family in Forest Hills, New York. Wong will be based in Meredith's New York offices at 375 Lexington Avenue.

Wong replaces Denise Brodey who will be leaving Fitness to pursue other opportunities.

## About Fitness magazine

Launched in 1992, Fitness magazine is a leading source for all the latest news on health, nutrition and exercise. The magazine and its partner website, [fitnessmagazine.com](http://fitnessmagazine.com) are devoted to helping women of every age and size achieve a healthy mind, body and spirit. Through its distinct mix of beauty, wellness and active lifestyle coverage, the magazine aims to change the conversation from skinny to healthy. Fitness is published 11 times a year by Meredith Corporation [NYSE: MDP], with a circulation of 1.5 million and an audience of 6.4 million readers. For more information, please visit [www.fitnessmagazine.com](http://www.fitnessmagazine.com).

## About Meredith Corporation

Meredith Corporation ([www.meredith.com](http://www.meredith.com)) combines well-known national brands – including Better Homes and Gardens, Parents, Ladies' Home Journal, Family Circle, American Baby, Fitness and More – with local television brands in fast growing markets. Meredith is the industry leader in creating content in key consumer interest areas such as home, family, health and wellness and self-development. Meredith then uses multiple distribution platforms – including print, television, online, mobile and video – to give consumers content they desire and to deliver the messages of its marketing partners. Additionally, Meredith uses its many assets to create powerful custom marketing solutions for many of the nation's top brands and companies. In the last two years, Meredith has significantly added to its capabilities in this area through the acquisition of cutting-edge companies in areas such as online, word-of-mouth and database marketing. Meredith also licenses its popular brands to leading companies, including an extensive line of Better Homes and Gardens-branded home products available exclusively at Walmart. Meredith employs approximately 3,500 people throughout the United States, including approximately 1,000 in Des Moines and 750 in New York City. Meredith's fiscal 2008 annual revenues were \$1.6 billion.

---

<https://dotdashmeredith.mediaroom.com/2008-10-01-Betty-Wong-Named-Editor-in-Chief-of-Fitness-Magazine>