

# Eileen Cross New VP/Human Resources for Meredith Publishing

NEW YORK, NY (Sept. 22, 2008) – Meredith Corporation (NYSE: MDP), the leading media and marketing company serving American women, named Eileen Cross as Vice President of Human Resources for the Meredith Publishing Group, effective today.

Cross has more than 30 years of human resources experience in the media industry. For the past two years, she worked as a consultant for Reader's Digest and the Ayers Group, a global recruitment and transition organization.

Previously, Cross spent six years as Vice President of Human Resources and General Services for Fairchild Publications. Prior to that, she served as Global Senior Vice President for News Corporation, where her duties included oversight of all human resources responsibilities for several divisions including TV Guide and Harper Collins Publishing. She began her career at Triangle Publications, Inc., where she led the employee benefits function. Cross holds a degree in Business Administration from Monmouth University in New Jersey.

"We are extremely pleased to bring someone with Eileen's human resources experience to Meredith," said Scott Rundall, Vice President of Human Resources for Meredith Corporation. "In addition to her broad background, she has in-depth knowledge of the magazine industry, and brings a proven track record of recruiting great publishing talent."

## About Meredith Corporation

Meredith Corporation ([www.meredith.com](http://www.meredith.com)) is the leading media and marketing company serving American women. Meredith 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. The goals of these programs are to increase consumer loyalty and produce repeated consumer interaction. 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 employs approximately 3,500 people throughout the United States. Meredith's fiscal 2008 annual revenues were \$1.6 billion.