

# **MEREDITH'S DON JOHNSON WINS THE JOHN CALDWELL LIFETIME ACHIEVEMENT AWARD**

## **Award recognizes Johnson's outstanding contributions to the development and promotion of the custom media industry**

DES MOINES, IA (November 17, 2008) – Meredith Corporation (NYSE:MDP) announced that Don Johnson, Editor-in-Chief, Meredith Integrated Marketing (MIM), has been selected as the winner of the Custom Publishing Council's John Caldwell Lifetime Achievement Award.

Since 2006, the award has been presented by the Custom Publishing Council periodically to individuals who have made significant contributions to the industry by virtue of their leadership and ability to promote the use of custom media as a marketing channel, as well as a high standard for work that demonstrates excellence and innovation in use of custom media.

Johnson has directed the creative arm of MIM – the country's largest creator of custom media content – through three decades of rapid change. As Editor-in-Chief, he helped lead the business to phenomenal growth by producing outstanding products that engage readers, achieve clients' objectives, and deliver measurable results. Johnson's leadership has enabled MIM to continually evolve and remain at the forefront of a rapidly changing industry.

Johnson's key achievements include delivering innovative programs for a roster of first-class clients including Kraft, Carnival Cruise Lines, Chrysler and State Farm; overseeing a tremendously successful program that placed custom digest cookbooks in grocery stores across America; leveraging Meredith's powerful brands to help clients form deeper connections with customers; and helping MIM's leadership develop the capabilities necessary to help clients engage with their consumers online.

"Don has made innumerable contributions, both to the business and to the industry overall," says Matt Petersen, Executive Vice President, MIM. "His vision continues to redefine how custom media remains vital in an industry that is perpetually reinventing itself. With his strong leadership, keen business sense and ability to mentor and motivate his staff, Don has set a standard of excellence that makes him truly deserving of this prestigious award."

Johnson was presented with the award at The Custom Publishing Council's fifth annual Pearl Awards on Thursday, November 13.

### **About Meredith Integrated Marketing**

Meredith Integrated Marketing (MIM) creates first-rate, customized communications programs for a myriad of clients representing some of the nation's leading brands in packaged goods, the automotive industry and more. From content-driven magazines, booklets, Web sites, direct mail and e-newsletters, MIM ensures that consumers can access clients' brand messages when they want, online and in print. Using its database analytics capabilities and targeted distribution, MIM aims to increase brand engagement for its clients so they can maximize interaction with their best customers. Additionally,

MIM is developing community and word-of-mouth strategies to make MIM clients' messaging work even harder. At the heart of every program is concentrated attention on the bottom line: ROI.

#### About the CPC

The Custom Publishing Council is the leading professional organization representing custom publishers in North America and is focused on promoting the growth and vitality of this dynamic marketing discipline. Marketers across the country, the media and other interested constituencies rely on the CPC as the authoritative source of industry news, data and trends, information on the effectiveness of custom publishing, and referrals to the top custom publishers in North America. More information can be found at [www.custompublishingcouncil.com](http://www.custompublishingcouncil.com).

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