Ruth Gaviria Promoted to VP Hispanic Ventures, Meredith Publishing Group

NEW YORK, NY (November 18, 2008) – Meredith Corporation (NYSE:MDP) today announced that Ruth Gaviria is being promoted to Vice President, Hispanic Ventures, effective immediately.

Gaviria will continue to work with Meredith's marketing and editorial groups to increase Meredith's presence in the Hispanic market. She will also help develop Hispanic products across several Meredith businesses, including custom publishing, new business development and the publisher's American Baby products. Gaviria will report to Tom Harty, Chief Revenue Officer of the Meredith Publishing Group.

Since joining Meredith, Gaviria has been the driving force in the launch of Siempre Mujer, the repositioning of Ser Padres, and the creation of targeted marketing programs for leading companies such as Procter & Gamble, Pepsi and McDonald's. Thanks in large part to Gaviria, revenues for Hispanic Ventures increased 60 percent in fiscal 2008.

"Ruth has played the leading role in expanding Meredith's presence in the Hispanic marketplace since she joined the company," said Jack Griffin, President of the Meredith Publishing Group. "With Ruth at the helm of our Hispanic Ventures group, we will continue to grow our offerings in this important market, providing consumers with content and marketers with the platforms to reach them."

Gaviria joined Meredith in 2004 as Director of Hispanic Ventures for the Meredith Magazine Group. She is based in Meredith’s New York offices.

About Meredith Corporation
Meredith Corporation (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.
