

# MEREDITH BROADCASTING POSTS STRONG NOVEMBER RATING BOOK

## **Portland (FOX), Hartford (CBS) and Nashville (NBC) newscasts dominate markets**

## **CBS Atlanta's 11 p.m. newscast advances to No. 2 for first time in station history**

DES MOINES, IA (December 10, 2008) – Meredith Corporation (NYSE:MDP) today announced results of a successful rating book for the Meredith Broadcasting Group in the recently completed November 2008 sweeps period. Highlights include continued market leadership by KPTV-TV in Portland (FOX) and WFSB-TV in Hartford (CBS); surging performance by WSMV-TV in Nashville (NBC); and an unprecedented second-place finish in late news for WGCL-TV in Atlanta (CBS). Additionally, Meredith saw morning news ratings increase across the group.

"The strong rating growth in the November sweeps is attributable to our commitment to provide viewers with outstanding local coverage where and when they want it," said Paul Karpowicz, President of the Meredith Broadcasting Group.

Highlights of the November rating book include:

□ In Portland, KPTV won the top spot in most news-time periods, including robust morning news growth. KPTV audiences increased 33 percent at 5 a.m.; 17 percent at 6 a.m.; and beat both the Today Show and Good Morning America at 7 a.m. Also in Portland, Meredith's MYN affiliate KPDX-TV achieved a 100-percent rating increase from 9 a.m. to 5 p.m., and a 22-percent increase during primetime.

□ In Hartford, WFSB continued its strong tradition of news excellence by winning every time period Monday – Friday in the rating book. Additionally, Better Connecticut – the localized version of Meredith's syndicated daily lifestyle show – scored a 2.6 rating, making it No. 1 in its time period, outranking the Rachael Ray Show and The Today Show.

□ In Nashville, WSMV's newscasts at 5, 6, and 6:30 p.m. all finished No. 1. WSMV-TV also saw great results from Better. The lifestyle show did a 3.1 rating in its 1 p.m. slot and the audience increased 55 percent.

□ In Atlanta, WGCL grew the audience for CBS 46 News at 11 p.m. by 14 percent, claiming the No. 2 slot in the late news race for the first time in a major rating book in the station's history. "This is a significant achievement for a station in one of the nation's most competitive news markets," Karpowicz said.

□ In Las Vegas, the 10 p.m. news audience for KVVU-TV (FOX) increased 42 percent. Morning news also saw strong growth with the audience increasing by more than one-third every hour from 5 to 7 a.m.

□ Meredith's stations in Kansas City also increased audience share. KCTV-TV's (CBS) morning news grew 10 percent, while KSMO-TV, Meredith's MYN affiliate, saw its 7 a.m. news audience increase 150 percent.

□ In Greenville, SC, WHNS-TV's (FOX) morning news rating also increased significantly, with audience gains of 33 percent at 5 a.m. and 45 percent at 6 a.m. Its recently launched 6:30 p.m. newscast achieved a strong 3.4 rating in its first book. Additionally,

Greenville's Better show audience increased 50 percent.

#### About Meredith Broadcasting Group

Meredith Corporation ([www.meredith.com](http://www.meredith.com)) is one of the nation's leading media and marketing companies with core competencies in magazine and book publishing, television broadcasting, integrated marketing and interactive media. Meredith owns 12 television stations that reach nearly 10 percent of television households across the country. Meredith's Broadcasting assets include: WGCL-TV (CBS), Atlanta; KPHO-TV (CBS), Phoenix, AZ; KPTV (FOX) and KPDX-TV (MYN), Portland, OR; WFSB-TV (CBS), Hartford-New Haven, CT; WSMV-TV (NBC), Nashville, TN; KCTV (CBS) and KSMO (MYN), Kansas City, MO; WHNS-TV (FOX), Greenville-Spartanburg-Anderson, SC-Asheville, NC; WNEM-TV (CBS), Flint-Saginaw, MI; KVVU-TV (FOX), Las Vegas, NV; WSHM, (CBS) Springfield, MA; and radio station WNEM-AM in Saginaw-Bay City, MI.

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