

Meredith Unveils Updated Market Positioning and Logo

Reflects Combined Strength of Consumer Brands, Media Properties & Marketing Capabilities

PRNewswire
DES MOINES, Iowa and NEW YORK
(NYSE:MDP)

DES MOINES, Iowa and NEW YORK, Aug. 10 [/PRNewswire-FirstCall/](#) -- Meredith Corporation (NYSE: MDP) (www.meredith.com) - the leading media and marketing company serving American women - today introduced an updated market positioning and logo that reflect the strength of Meredith's multi-platform consumer brands; its leading print, broadcast and digital media properties; and its innovative marketing capabilities.

(Logo: <http://www.meredith.com/NewLogo.jpg>)

(Logo: <http://www.newscom.com/cgi-bin/prnh/20090810/CG58830LOGO>)

"Through careful execution of our strategic plan, Meredith has evolved into a multi-faceted media and marketing company serving 75 million American women and the marketers that want to reach them," said Meredith President and CEO Steve Lacy. "This updated positioning and logo better reflect our ability to engage consumers and marketers in meaningful and mutually beneficial dialogues across multiple platforms."

Going forward, Meredith will refer to its publishing and related interactive properties as **National Media Brands** to reflect their national scope and multi-platform distribution capabilities.

Meredith's broadcasting properties will now be called **Local Media Brands** to reflect their ability to serve local consumers and advertisers across various video and digital platforms.

Meredith's cross-platform and custom marketing capabilities - including Meredith Integrated Marketing, Meredith 360 and Meredith Video Solutions - will be presented under the **Marketing Solutions** banner.

To help visualize its evolution, Meredith is introducing an updated corporate logo. It features four interlaced letter "m's" that reflect Meredith's ability to distribute content across multiple platforms and bring to bear all its marketing services capabilities on behalf of clients. The colors, typeface and fonts are inviting, social and friendly, all attributes that align well with Meredith's brands and culture. The updated identity was designed by Lippincott, one of the world's leading branding companies. Lippincott's impressive list of more than 3,000 clients includes Coca-Cola, McDonald's, Walmart and Sprint.

Meredith Corporation is the leading media and marketing company serving American women. Meredith combines well-known national brands - such as Better Homes and Gardens, Parents and Family Circle - with 12 local network-affiliated television brands in fast growing markets. These brands have popular and robust Web sites as well. Meredith is the industry leader in creating content in key consumer interest areas such as family, home, health and wellness, and self-development. Meredith then uses multiple distribution platforms - including print, television, online, mobile and video - to provide consumers with the content they desire and to deliver the messages of its marketing partners. Meredith also features full-service marketing solutions capabilities that provide

national and international companies with innovative and cutting-edge marketing services. In the last three years, the company has significantly added to its portfolio through acquisitions and investments in the digital, mobile, word-of-mouth, health care and database areas.

Contact: Art Slusark (515) 284-3404; art.slusark@meredith.com
Patrick Taylor (212) 551-6984; patrick.taylor@meredith.com

SOURCE Meredith Corporation

Photo: <http://www.newscom.com/cgi-bin/prnh/20090810/CG58830LOGO>
<http://photoarchive.ap.org>
PRN Photo Desk, photodesk@prnewswire.com
<http://www.meredith.com/NewLogo.jpg>

SOURCE: Meredith Corporation

Web site: <http://www.meredith.com/>

<https://dotdashmeredith.mediaroom.com/2009-08-10-Meredith-Unveils-Updated-Market-Positioning-and-Logo>