

# MEREDITH FORMS BRAND LICENSING ALLIANCE WITH LAGARDERE

DES MOINES, IA (February 4, 2010) – Meredith Corporation (NYSE: MDP), the leading media and marketing company serving American women, announced today that it has formed a strategic brand licensing and marketing alliance with Lagardère Active related to the Parents media brand in Greece.

Under terms of their agreement, Lagardère Active will join Meredith in providing a license to its Parents brand in Greece. The addition of Lagardère Active adds additional world-class editorial content for Greek readers, as well as new opportunities for advertisers and marketers who seek to reach consumers at a key decision-making time in their lives.

“Our partnership with Lagardère Active will benefit consumers and marketers as well as strengthen our presence in Greece,” said John Zieser, Meredith’s Chief Development Officer, noting that Athens-based NEP Publications (formerly Daily Press) has published Parents magazine for two years in the Greek language under license from Meredith.

“Our partnership with Meredith testifies to the universal attraction of the parental theme,” said Jean de Boisdeffre, CEO international Press Magazines of Lagardère Active. “Together, we are going to make Parents an even stronger brand in Greece.”

Under Meredith’s ownership in the United States, Parents is the No. 1 parenthood brand. Its assets include a monthly magazine possessing a circulation of 2.2 million; a powerful Web site ([www.parents.com](http://www.parents.com)) attracting approximately 4 million unique visitors monthly; a popular video-on-demand syndicated program available on Comcast cable networks and online at [www.Parents.tv](http://www.Parents.tv); and branded consumer products sold at retail across the United States.

In France, under Lagardère Active’s ownership, Parents is also the No.1 parenthood brand, possessing a monthly magazine with a readership of 2.5 million. Beyond France, Lagardère Active publishes Crecer Feliz in Spain ([www.creckerfeliz.es](http://www.creckerfeliz.es)), and Parents – Siachtly Roditely, in Russia ([www.parents-online.ru](http://www.parents-online.ru)).

Meredith’s media brands are currently distributed in nearly 60 countries throughout the world, including 20 licensed local editions such as Better Homes and Gardens in Australia, China and India, and Parents in China and Indonesia.

Meredith is actively seeking international licensing and strategic partners. To learn more about Meredith and its international business development initiatives, please visit <http://www.youtube.com/watch?v=RJICKMvEPbI>

If your company is interested in aligning with one of America’s leading media and marketing companies, please contact John Zieser, Chief Development Officer ([john.zieser@meredith.com](mailto:john.zieser@meredith.com)) or his Business Development team below.

## About Meredith Corporation

Meredith Corp. ([www.meredith.com](http://www.meredith.com)) – owner of powerful consumer brands such as Better Homes and Gardens, Parents and Family Circle and cutting-edge marketing capabilities – is the No. 1 media and marketing company serving American women. Meredith’s brands are available in more than 55 countries, including China, India and Indonesia, accessible to hundreds of millions of consumers around the world.

Meredith uses its deep knowledge of the consumer and multi-media platform expertise to create innovative advertising and marketing programs for many of the world’s largest companies. In the last three years, Meredith has added significantly to its portfolio

through acquisitions and investments in the digital, mobile, word-of-mouth, health care, and database areas.

#### About Lagardère Active

Lagardère Active is one of Lagardère SCA's four corporate brands, which also include Lagardère Publishing (books), Lagardère Services (press distribution and services) and Lagardère Sports (marketing and management of sports broadcast rights).

Lagardère Active is active in magazine publishing (Elle, Paris Match, Télé 7 jours), radio (Europe 1, Virgin Radio, RFM), special-interest television channels (Gulli, Canal J, Tiji, June, Virgin 17, MCM, Mezzo), television production and video distribution (GMT, Angel, Maximal), digital media and ad media buying (Lagardère Publicité). In 2008, Lagardère Active posted revenue of 2,11 billion euros (almost 50% abroad). The company operates in 45 countries and is an international leader in its field, with more than 215 magazine titles (included licenses), 29 radio stations and 10 thematic channels.

Lastly, Lagardère Active ranked first among French media companies in terms of digital audience, with 16 million unique visitors a month in France and almost 50 million unique visitors a month worldwide.

#### Business Contacts:

John Zieser, Chief Development Officer: 515-284-2786 – john.zieser@meredith.com

#### Meredith International

Mike Lovell – 515-284-3622 – mike.lovell@meredith.com

David Johnson – 515-284-3574 – david.johnson@meredith.com

Chad Barnard – 515-284-2114 – chad.barnard@meredith.com

Oulayphone Sengvilay – 515-284-3860 – oulayphone.sengvilay@meredith.com

#### Cue Ball LLC Contacts:

John Cabell – 303-449-9194 – jtoomas@aol.com

Mike Greehan – 305-987-3778 – mfgreehan@aol.com

#### Media Contacts:

Patrick Taylor – 212-551-6984 – patrick.taylor@meredith.com

Art Slusark – 515-284-3404 – art.slusark@meredith.com

#### Lagardère Active

##### Press contact

Valerie Blondeau - + 33 1 41 34 67 16

Lucie Dugit-Gros - + 33 1 41 34 79 25

e-mail to : contactpresse@hfp.fr

---

<https://dotdashmeredith.mediaroom.com/2010-02-04-MEREDITH-FORMS-BRAND-LICENSING-ALLIANCE-WITH-LAGARDERE>