

# Meredith Completes Acquisition of Real Girls Media Network

## Furtheres Meredith's Digital Reach with Women in Social Marketplace

NEW YORK and SAN FRANCISCO, Dec. 13, 2010 [/PRNewswire-FirstCall/](#) -- Meredith Corporation (NYSE: MDP), the leading media and marketing company serving American women, today completed the acquisition of Real Girls Media Network, a social content hub for women online. The acquisition continues Meredith's strategy of deepening its portfolio of content and social media offerings through the Meredith Women's Network of digital media, which also includes powerhouse sites BHG.com and Parents.com.

(Logo: <http://photos.prnewswire.com/prnh/20090810/CG58830LOGO>)

The Real Girls Media Network includes DivineCaroline.com as well as a premium network of branded sites for women. DivineCaroline.com is a unique platform that publishes user-generated content, alongside expert-guided editorial, to offer women a community in which to share experiences and form connections. The addition of the Real Girls Media Network – which averages approximately 4 to 5 million monthly unique visitors – increases the reach of the Meredith Women's Network to nearly 25 million monthly unique visitors, according to Omniture SiteCatalyst measurements.

"This acquisition builds on our digital footprint and reinforces Meredith as the leading provider of authoritative and engaging content for women on the topics that matter most to them and their families," says Liz Schimel, EVP, Consumer Relationship Management and Digital Media, Meredith National Media Group.

Real Girls Media Network, founded in 2006, will continue to be based in San Francisco. Terms of the transaction were not disclosed, and it will not have a material effect on Meredith's fiscal 2011 financial performance.

"Adding the Real Girls Media Network reflects our commitment to reach today's active, mobile women, while providing our marketing partners the opportunity to connect with young, socially-oriented women who are passionate about beauty, style and other women's lifestyle topics," said Lauren Wiener, Senior Vice President, Meredith Women's Network.

Meredith Corporation ([www.meredith.com](http://www.meredith.com)) is the leading media and marketing company serving American women. Meredith features multiple well-known national brands – including Better Homes and Gardens, Parents, Family Circle, Ladies' Home Journal, Fitness, More and American Baby – along 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 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. Meredith has significantly added to its capabilities in this area through the acquisition of cutting-edge companies in areas such as digital, mobile, word-of-mouth, social and database marketing.

"With our ability to connect to the consumer on multiple content platforms, our

marketing relationships, our trusted brands, and our 85 million name database, Meredith is the perfect strategic partner for high quality social and interactive communities," said John Zieser, Meredith Chief Development Officer. "We continue to seek opportunities that will expand our media network across all platforms."

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