

# MEREDITH CORPORATION WINS NATIONAL WELLNESS AWARD

**DES MOINES, IA (November 3, 2011)** – Meredith Corporation (**NYSE: MDP**), one of America's leading media and marketing companies, has been awarded the prestigious Platinum Well Workplace Award by the Wellness Council of America (WELCOA). Meredith is one of only three companies nationwide to receive the award this year, and one of only 19 companies in the United States to currently hold this designation. The award recognizes a sincere commitment to wellness at the worksite, as well as a dedication to the well-being of employees.

"This award acknowledges our commitment to improving employee health and quality of life," said Meredith Chairman and CEO Steve Lacy. "It's extremely gratifying to see the hard work of Wellness Director Tim O'Neil and our employee wellness committees receive this recognition. Health and wellness are priorities for our company and we will continue to be a leader in this area. We aspire to be one of the healthiest companies in the nation."

Specifically, the best-in-class Platinum award recognizes organizations that have developed comprehensive programs that produce measurable bottom-line results. The rigorous application process analyzes an organization's wellness program structure and strategy including senior-level support; creating cohesive wellness teams; collecting data; creating programs that support the strategy; and evaluating and measuring outcomes.

Meredith's results have been tremendous. Since the program started five years ago, the number of employees in the high health risk category has decreased an impressive 30 percent. Additionally, employees have lost more than 21,000 pounds and logged nearly 15 million activity minutes during the annual eight-week Live Healthy Meredith campaign.

## **About Meredith Corporation**

Meredith Corporation ([www.meredith.com](http://www.meredith.com)) is the leading media and marketing company serving American women. Meredith combines well-known national brands – including Better Homes and Gardens and Parents – 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 several 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.

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