Meredith Xcelerated Marketing Promotes Jack Macleod to Senior Vice President/GM, MXM's Social Practice

NEW YORK, N.Y./ARLINGTON, VA, (July 16, 2012) -- Meredith Xcelerated Marketing (MXM), Meredith Corporation's (**NYSE:MDP; www.meredith.com**) global customer engagement agency, announced today that it has promoted Jack Macleod from Interim General Manager to SVP/General Manager for MXM's Social Practice. MXM transforms content, data analytics, social and mobile marketing into insights and innovation to create brand experiences that give clients a competitive edge.

In this new role, Macleod will be responsible for setting the strategic vision for MXM's Social Practice, and leading the teams responsible for its development and execution. He will continue to be based in MXM offices in Arlington, Virginia.

"I am thrilled at the opportunity to lead this business at such an exciting time," said Macleod. "We have established some very strong momentum and continue to evolve our vision for the power of social media to be the connective tissue which binds broader marketing efforts together, and generate results through integrations that are greater than the sum of each part."

Prior to serving as Interim General Manager, Macleod served as Vice President of Sales where he led the practice's revenue expansion while helping clients leverage social media to achieve their business objectives. A veteran in the digital communications arena, Macleod has spent nearly a decade focused on helping innovative early-stage companies grow and expand their operations.

"Jack is a strong leader who understands how to build brands and the critical value that social media plays in consumer engagement," said David Brown, Executive Vice President, MXM. "We are confident that he will continue to find new and innovative ways to expand our Social Practice area across multiple platforms."

Macleod's background also includes sales leadership positions with Klipmart video solutions prior to their acquisition by DoubleClick, and Advertising.com, where as a record-breaking sales executive he managed sales teams and expanded office operations in San Francisco and Los Angeles prior to their acquisition by AOL/Time Warner. Earlier in his career, he worked in both the technology and public affairs practices at Ogilvy Public Relations Worldwide, focusing primarily on telecommunications issues.

He earned his B.A. in English and Communications & Theatre at the University of Notre Dame.

About Meredith Xcelerated Marketing

Meredith Xcelerated Marketing's (MXM) heritage lies in its more than 40 years of experience in creating custom programs and customer relationship marketing platforms. What began as Meredith Publishing Services in the 1970s has evolved into a global full-service agency creating powerful marketing solutions for many of the nation's top brands and companies, including Lowe's, Kraft and Chrysler. MXM has significantly added to its marketing solution capabilities in recent years through the acquisition of cutting-edge

companies in areas such as digital, mobile, video, database, healthcare and social marketing. In October 2011, MXM announced a strategic investment in London-based iris worldwide, one of the world's most successful international marketing agencies.

In addition to the iris investment, over the past five years MXM has added expanded marketing capabilities in key areas with the acquisition of leading agencies including The Hyperfactory (mobile), Genex (digital), New Media Strategies (social media), Directive (database analytics) and BIG Communications (healthcare). MXM now has more than 700 employees and works with more than 50 brands. Visit MXM.com for more information.

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