

Meredith Xcelerated Marketing Wins Three Pearl Awards, Presented by the Custom Content Council

Custom Content Created for Volkswagen Showcase Multi-Channel Customer Engagement Capabilities

NEW YORK, NY, (November 28, 2012) – Meredith Xcelerated Marketing (MXM), Meredith Corporation's (NYSE:MDP; www.meredith.com) global customer engagement agency, announced today that it has won four Pearl Awards presented by the Custom Content Council for work done on behalf of Volkswagen.

The Pearl Awards recognize excellence in the development of custom content across a spectrum of media platforms including print and digital media as well as formats ranging from custom magazines to tablet products. The awards are presented by the Custom Content Council which is comprised of the world's leading custom media developers, agencies and creators. Its primary mission is to promote the growth and vitality of the custom content marketing discipline.

This year there were over 628 entries from fifteen different countries. Over 30 judges assembled in New York, Washington, D.C., and San Francisco to judge the entries awarding Gold, Silver or Bronze honors in a range of categories.

"It's such an honor to receive these awards on behalf of our client Volkswagen," said David Brown, Executive Vice President/General Manager, MXM. "We strive to meet and exceed our goals for every program we take on, and these awards are a testament to our efforts and achievements."

"We are tremendously proud to see our efforts of the last two years culminate in these prestigious awards. We look forward to continuing to provide our owners with inspiring content. These awards are a true reflection of our close collaboration and hard work with Meredith Xcelerated Marketing," said Bianca Whittemore, Direct Marketing Manager at Volkswagen of America, Inc.

Category: Editorial - Most Improved Publication

Gold Award: *Volkswagen Das Auto Magazine, Meredith Xcelerated Marketing.*

Category: Digital - Best Video

Silver Award: *"Thinking Blue on Buying Local," Volkswagen Das Auto Magazine, Meredith Xcelerated Marketing.*

CATEGORY: DESIGN - BEST OVERALL DESIGN, (circ. over 250,000)

Silver Award: *Volkswagen Das Auto Magazine, Meredith Xcelerated Marketing (Volkswagen)*

CATEGORY: DESIGN - BEST USE OF PHOTOGRAPHY, (circ. over 250,000)

Bronze Award: *"Culinary Journey," Volkswagen Das Auto Magazine, Meredith Xcelerated Marketing.*

For complete list of winners: <http://dasautomagazine.com/2012/may/vw-jetta-road->

[trip.php](#)

About Meredith Xcelerated Marketing:

Meredith Xcelerated Marketing's (MXM) heritage lies in its more than 40 years of experience in creating custom content and customer relationship marketing platforms. MXM has now evolved into a full-service, global customer engagement agency creating powerful marketing solutions for many of the nation's top brands and companies, including Lowe's, Kraft and Chrysler.

In recent years, MXM has significantly expanded its marketing solution capabilities through the acquisition of leading companies specializing in mobile, digital, social media, database analytics and healthcare. In October 2011, MXM announced a strategic investment in London-based iris worldwide, one of the world's most successful international marketing agencies. MXM now has more than 700 employees and works with more than 150 clients. Visit MXM.com for more information.

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