

Meredith Xcelerated Marketing Names Greg Kahn Chief Business Development Officer

Former Optimedia EVP to Lead New Business and Marketing

NEW YORK, N.Y. (December 6, 2012) -- Meredith Xcelerated Marketing (www.MXM.com), Meredith Corporation's (NYSE:MDP; www.meredith.com) global customer engagement agency, announced today that it has named Greg Kahn as Chief Business Development Officer.

Kahn will be responsible for overseeing new business development as well as key marketing initiatives. He will be based in MXM's New York City office and will report directly to David Brown, EVP, General Manager, MXM.

MXM transforms content, data analytics, social and mobile marketing into insights and innovation to drive customer engagement and create brand experiences that give clients a competitive edge.

"Greg is one of the best and brightest new business leaders today," said Brown. "Additionally, he recognizes the important role that content plays in engagement strategies, a core principle of our organization."

Kahn joined Optimedia International in 2007, most recently serving as EVP, Business Development Director. He managed the agency's business development, social media, research and marketing programs. His clients included BBC America, Disney, L'Oreal, Pizza Hut and T-Mobile. During his tenure, the agency was named #1 by RECMA in the new business results and client retention category. Prior to Optimedia, Kahn was Vice President, Research and Strategy at PHD, an Omnicom Company. Previously, he served as President of filmBUZZ. He began his career with various marketing positions at YouthStream Media/Alloy Inc. and Viacom Inc./Showtime Networks.

In 2010, Kahn was selected as an *Advertising Age* Media Maven as well as a *Mediaweek* All-Star. He is a regular speaker at numerous industry events including American Association of Advertising Agencies (4A's) conferences, South by Southwest (SXSW) and Digital Hollywood. He currently serves as Vice Chair of the Marketing and Communications committee of UJA-Federation of New York.

Kahn earned his MBA from the [UCLA Anderson School of Management](http://www.anderson.ucla.edu), and his Bachelor's degree from the University of Pennsylvania. He lives in the Princeton area with his wife and two children.

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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