

The Better Show Marks Banner Year With Audience Growth And Partners

Lifestyle Show Expands and Attracts Market Leaders with Branded Programming

NEW YORK, Feb. 10, 2014 /PRNewswire/ -- Meredith Video Studios' *The Better Show* announced today record high clearances and new branded entertainment partnerships for season 8 of the popular syndicated lifestyle show with renewals including Meredith, CBS Television Stations, Sinclair, Northwest Broadcasting and improved time periods on The CW100 Plus Network. *The Better Show* has also expanded into additional markets such as Miami.

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

Now in its seventh season, *The Better Show* ranks No. 1 or 2 in its time period in numerous markets, and has experienced a 22% increase season-to-date in NSI C3 viewership nationally. *The Better Show* currently airs every weekday in more than 155 markets reaching 75 percent of U.S. television households, including New York, Los Angeles, Philadelphia and Boston.

"*The Better Show* audience growth reflects the show's incredible appeal to modern women who value its fun, engaging information you-can-use and what matters most in their lives," said Kieran Clarke, Executive Vice President & General Manager of Meredith Video Studios.

Clarke adds that the audience is particularly excited by the chemistry between co-hosts Rebecca Budig and JD Roberto. "It's always great when you have two-co-hosts who clearly enjoy spending time together with their audience," said Clarke. Budig, formerly of the popular *All My Children* daytime program, joined the show in September.

Clarke said the continued success of *The Better Show* is reflected in the growth of A-list celebrity guests, new weekly cooking segments, including "*Better with Allrecipes*" and the branded entertainment partnerships. "We are leveraging brands across multiple media channels, with *Allrecipes* as the most recent example. We are so confident about *Allrecipes* that we're currently developing a stand-alone *Allrecipes* television show, which we are targeting to launch later this year."

Weekly "*Better with Allrecipes*" segments began airing in October and recently attracted McCormick Spices as a new branded entertainment partner. The "*Better with Allrecipes*" segment features user-generated recipes and cooking instruction from *Allrecipes* food experts.

The Better Show (<http://better.tv>) is a contemporary information-talk show leveraging expertise from Meredith's expansive content portfolio, including *Better Homes and Gardens*, *Parents*, *Family Circle*, *More* and *Fitness* magazines. It offers a great mix of editorial and branded entertainment segments, celebrity interviews and food, beauty, fashion and DIY-related content.

Meredith's Local Media Group owns or operates 13 television stations that reach nearly 10 percent of U.S. television households: WGCL-TV (CBS) and WPCH-TV (TBS), Atlanta; KPHO-TV (CBS), Phoenix; KPTV (FOX) and KPDX-TV (MYN), Portland, OR; WFSB-TV (CBS), Hartford-New Haven, CT; WSMV-TV (NBC) Nashville, TN; KCTV (CBS) and KSMO (MYN), Kansas City, MO; WHNS-TV (FOX), Greenville-Spartanburg-Anderson, SC-Asheville, NC; KVVU-TV (FOX), Las Vegas, NV; WNEM-TV (CBS), Flint-Saginaw, MI; and WSHM, (CBS), Springfield, MA.

Meredith Corporation (NYSE: **MDP**; www.meredith.com) is one of the nation's leading media and marketing companies serving 100 million American women. Meredith features multiple well-known national brands – including *Better Homes and Gardens*, *Parents*, Allrecipes.com and *Every Day with Rachael Ray* – and local television brands in fast-growing markets.

SOURCE Meredith Corporation

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