

Meredith Xcelerated Marketing Named Content Marketing Agency of the Year

Recognition Comes on the Heels of Receiving Top Honors for Work with Publix, Kia, Kraft, State Farm, ACLU and HAP at 2014 Content Marketing Awards

NEW YORK, Sept. 12, 2014 /PRNewswire/ -- Meredith Xcelerated Marketing (MXM) (<http://www.mxm.com/>), the leading content-powered, customer engagement agency and a part of Meredith Corporation (**NYSE: MDP**; www.meredith.com), announced today it has been named Content Marketing Agency of the Year (Large Agency) at the 2014 Content Marketing Awards. The agency was recognized at the Content Marketing World Event, the largest content marketing event in the world. MXM's Chief Business Development Officer **Rich Berenson** and Chief Client Officer **Georgine Anton** accepted the show's top honor on behalf of MXM.

The Content Marketing Institute also gave out additional awards in the areas of Content Marketing Project of the Year, Agency of the Year (Small Agency), and Content Marketer of the Year.

"We are ecstatic to be named Content Marketing Agency of the Year, especially on the heels of all the recognition we received from the Content Marketing Institute last month for our work," said David Brown, Executive Vice President, MXM. "First and foremost we would like to thank our clients for their amazing partnerships. A big thank you goes out to the MXM team members for their hard work and dedication – they are the people that are moving this industry forward and we would not be here without them." He adds, "We believe our approach to content marketing is applicable to many brands and industries because it is driven by consumer insights, a clear view of the customer journey, across channels and content types in a way that drives high levels of engagement."

In August, MXM was one of the top-awarded agencies of the 2014 Content Marketing Awards, when initial winners of the 100 categories were announced; taking home two Gold Awards, four Silver Awards, and four Honorable Mentions for its work on behalf of clients including Kia Motors America, Kraft Foods, Publix, State Farm, ACLU and HAP. Since 2012, MXM has received a total of 35 CMA awards, including this latest accolade.

Launched in 2004, the Content Marketing Awards were presented by the Content Marketing Institute. The awards look to identify the most engaging content-based initiatives across all media platforms, and recognize companies that are leading the content marketing space.

Delivering content-powered engagements for brands since 1969, MXM has been lauded as an expert in the content space, being called one of the "fathers of content marketinga pioneer in the invention of modern content marketing" by the Nieman Journalism Lab.

MXM will soon publish the definitive guide to content entitled, "The Content Marketing Playbook." In conjunction with the book's release, the agency is hosting a three-part web series for marketers this fall. Registration opens on September 17, 2014, and information may be found at <http://meredithxceleratedmarketing.com/blog/ideas-and-insights/coming-soon>.

Meredith Xcelerated Marketing (MXM) is a leading content-powered, customer engagement agency that provides fully integrated marketing solutions for some of the

world's top brands, including Kraft, Lowe's, Chrysler and NBC Universal. Through its rich 40-year history, MXM has established itself as the dominant force in custom content and customer relationship marketing platforms. Strategic acquisitions in mobile, digital, social media and database analytics have significantly broadened the agency's capabilities, and in October 2011, MXM expanded globally through a strategic investment in London-based iris worldwide. MXM employs more than 600 people globally and is a part of Meredith Corporation, a publicly owned media and marketing company serving 100 million American women. Visit www.mxm.com for more information.

SOURCE Meredith Xcelerated Marketing (MXM)

For further information: Patrick Taylor, Meredith National Media Group, 212 551 6984, Patrick.Taylor@meredith.com

<https://dotdashmeredith.mediaroom.com/2014-09-12-Meredith-Xcelerated-Marketing-Named-Content-Marketing-Agency-of-the-Year>