# MEREDITH CORPORATION PARTNERS WITH SIS COVERS TO DESIGN PRODUCTS MADE FROM BETTER HOMES AND GARDENS FABRICS

NEW YORK (September 6, 2005) -- Meredith Corporation (NYSE:MDP), the publisher of Better Homes and Gardens magazine (circ.: 7.6 million), announced today that it reached an agreement with SIS Covers, a leading supplier of furniture coverings, to manufacture and distribute products made from the premiere collection of Better Homes and Gardens Home Décor Fabrics.

The products will include futon covers, daybed covers, and decorative pillows manufactured from collections of coordinating prints and textured solids selected by decorating editors of Better Homes and Gardens Special Interest Publications. The items will be made available at retail through distributors of SIS products.

The Better Homes and Gardens Home Décor line of covers and pillows will be available in a broad collection of categories including traditional, transitional, and contemporary. The collection will have its premier at the upcoming Home Furnishings Market in High Point, North Carolina, October 20 - 26.

"We are excited to extend the Better Homes and Gardens brand into the home furnishings category," says Doug Olson, vice president/operations, Meredith Corporation. "We believe that consumers will embrace these designs which are inspired by our first class editorial products."

Olson notes that the Better Homes and Gardens brand continues to expand its portfolio to include everything from books to home decorating to outdoor furniture and gardening products. "Marketers recognize the power of this brand and its resonance and trust with consumers," states Olson.

SIS Covers is one of the nation's first and most respected suppliers of futon covers, daybed covers, and related products. Over the past twenty years it has built a reputation for manufacturing quality products, emphasizing current fashion and design trends.

"The Better Homes and Gardens line will enable the consumer to effortlessly coordinate a room by mixing and matching fabrics designed to work together," says Shari Hammer, president, SIS Covers. "The line was designed to appeal to a broad range of consumers. We think there is something for everyone."

About Meredith Corporation
Meredith (www.meredith.com) is one of the nation's leading media and marketing companies with businesses centering on magazine and book publishing, television broadcasting, integrated marketing and interactive media. The Meredith Publishing Group features 24 subscription magazines - including Better Homes and Gardens, Ladies' Home Journal, Parents, Child, Fitness, Family Circle and American Baby - and approximately 150 special interest publications. Meredith owns or operates 14 television stations, including properties in top-25 markets such as Atlanta, Phoenix and Portland, and an AM radio station.

Meredith has approximately 350 books in print and has established marketing relationships with some of America's leading companies including The Home Depot, DIRECTV, DaimlerChrysler, Wal-Mart and Carnival Cruise Lines. Meredith's consumer database, which contains approximately 80 million names, is one of the largest domestic databases among media companies and enables magazine and television advertisers to target marketing campaigns precisely. Additionally, Meredith has an extensive Internet presence that includes 32 Web sites and strategic alliances with leading Internet destinations.

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