

# MEREDITH TAPS KIERAN CLARKE TO LEAD MEREDITH VIDEO SOLUTIONS

DES MOINES, IA/PORTLAND, OR (November 12, 2007) – Meredith Corporation (NYSE:MDP) today promoted Kieran G. Clarke to Executive Vice President and General Manager of Meredith Video Solutions. Clarke currently serves as Vice President and General Manager of KPTV FOX-12, KPDX MYN-49, and LivePDX.com in Portland, OR. He will continue in that role in addition to his new responsibilities.

“Kieran was part of the original start-up team that has nurtured what began as a local show and video initiative into a substantial business,” said Paul Karpowicz, President of the Meredith Broadcasting Group. “He possesses an excellent combination of extensive local experience and industry knowledge.”

Meredith Video Solutions, the company’s in-house production unit, creates broadcast quality video based on Meredith’s highly trusted magazine brands for multi-platform delivery. Its growing portfolio includes two broadband channels – Better.tv and Parents.tv; Better – a daily hour-long syndicated lifestyle show currently airing in 13 markets; and Parents TV, a Video On Demand service premiering next month on Comcast cable systems.

Clarke will oversee Meredith Video Solutions operations in Portland, Des Moines and New York and lead a talented team already in place. Mark Berryhill, VP Programming and Creative Affairs, oversees the production of the original video content. JR McCabe, VP Business Development, directs the sales and distribution of the video. McCabe and Berryhill are based in New York City and have worked for Meredith Video Solutions since its conception in 2006.

In the past 18 months, Meredith Video Solutions has launched two broadband channels and a syndicated television show, and penned a major VOD deal. “Better and Parents TV have created a lot of buzz in the industry,” Clarke said. “People like what we are doing so we plan to expand our initiative. I look forward to leading that effort.”

Clarke joined Meredith Broadcasting Group in 2005. Prior to Meredith, he worked for the Tribune Company for 12 years, including stints as Director of Sales at KTXL-FOX 40 in Sacramento, CA; Local Sales Manager at KTLA-TV WB in Hollywood, CA; and National Sales Manager at KTLA-TV WB in New York, NY.

## About Meredith Broadcasting Group

Meredith Corporation ([www.meredith.com](http://www.meredith.com)) is one of the nation's leading media and marketing companies with core competencies in magazine and book publishing, television broadcasting, integrated marketing and interactive media. Meredith owns 13 television stations that reach nearly 10 percent of television households across the country. Meredith’s Broadcasting assets include: WGCL-TV (CBS), Atlanta; KPHO-TV (CBS), Phoenix, AZ; 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; WNEM-TV (CBS), Flint-Saginaw, MI; KVVU-TV (FOX), Las Vegas, NV; WFLI-TV (CW), Chattanooga, TN; WSHM, (CBS) Springfield, MA; and radio station WNEM-AM in Saginaw-Bay City, MI.

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