

Three Top 20 Markets Get Even 'Better'

Meredith clears Better show in San Francisco, Cleveland and Denver

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DES MOINES, Iowa, Nov. 3 /[PRNewswire-FirstCall](#)/ -- Meredith Corporation (NYSE: MDP) announced today that it has licensed Better, its daily lifestyle television show, to stations in San Francisco, Cleveland, and Denver. The deals will increase Better's viewership to approximately 30 percent of U.S. households, remarkable growth for a show launched last fall.

"The ratings for Better are stronger than many daytime syndicated shows and it offers an opportunity to generate local product integration revenue, which is much-needed in this weak economy," said Paul Karpowicz, President of the Meredith Broadcasting Group. "Better is becoming a player of scale in women's lifestyle programming."

Better is an hour-long daily show that leverages Meredith's home, shelter, and parenting expertise. The show is based on content from Meredith's expansive brand portfolio including Better Homes and Gardens, Parents, Family Circle, More, and Fitness magazines. Currently, the show airs in more than 40 markets.

Gannett will start airing Better on KTVD-TV in Denver on December 1. Winston Broadcasting will add it to WBNX-TV's line-up in Cleveland on December 29. KBCW-TV -- a CBS-owned station in San Francisco -- will begin airing Better in the spring.

The Better model allows stations to localize up to eight minutes of the syndicated national show. This could include the sale of local product integration, as well as sponsorship of news and entertainment features.

"Better has added significant revenue in our markets. Now more and more station groups want to participate in our success" said Kieran Clarke, Executive Vice President of Meredith Video Solutions. "Better provides branded content from more than 2,500 Meredith editorial contributors, offers a platform for local branding opportunities, and gives local advertisers quality product placement."

Better launched in 2007 and immediately pulled stronger ratings than many daytime syndicated shows. In Portland, Hartford and Nashville, the show consistently rates No. 1 in its time period.

"Better has a successful track record and it's very unique to the marketplace," said Ron Longinotti, President and General Manager of KPIX/KBCW - in San Francisco. "It's a station friendly model that allows us to generate new local advertising revenue through product integration, while giving our viewers local news and entertainment."

"We are very happy to add Better to our line-up in Cleveland," said Lou Spangler, General Manager of WBNX-TV. "The show will offer our viewers fresh, entertaining daytime programming, and provide our advertisers new ways to reach their target audiences."

About Meredith Corporation

Meredith Corporation (<http://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. Meredith owns or operates 12 television stations that reach nearly 10 percent of television households across the country and one radio station: WGCL-TV (CBS), Atlanta; KPHO-TV (CBS), Phoenix; KPDX-TV (MYN), Portland, OR; KPTV (FOX), Portland, OR; WFSB-TV (CBS), Hartford-New Haven, CT; WSMV-TV (NBC) Nashville, TN; KCTV (CBS), Kansas City, MO; 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; and WSHM, (CBS), Springfield, MA and radio station WNEM-AM in Saginaw-Bay City, MI.

SOURCE: Meredith Corporation

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