

TOM DAVIS NAMED GROUP PUBLISHER OF MEREDITH MEN'S BRANDS

Scott Mortimer to succeed Davis as Publisher of Successful Farming

DES MOINES, IA (March 15, 2006) – Tom Davis has been named Group Publisher of Meredith Corporation's (NYSE: MDP) men's brands. In his new role, Davis will oversee all operations of the *WOOD*, *Successful Farming* and *Living the Country Life* brands.

"Tom brings years of successful leadership to his new position and has served customers well," said Doug Olson, Senior Vice President of Meredith's Publishing Group. "He has a true entrepreneurial approach and great ideas. His expertise in all aspects of publishing will prove beneficial for this group."

Davis, 50, joined Meredith in 1978 and has most recently served as Publisher of *Successful Farming*, a multi-media brand focusing on agricultural communications for farm and rural families.

Davis holds an Agricultural Economics degree from Purdue University and was recently named a Distinguished Alumni of the School of Agriculture. He is a past president of the National Agri-Marketing Association and was just named Marketer of the Year for NAMA. He is a past chairman of the American Business Media-Agri Council. He and his wife Sandy live in Des Moines and have one son, Adam, who is a senior at the University of Missouri-Kansas City.

Scott Mortimer has been named to succeed Davis as Publisher of *Successful Farming*. Mortimer, 40, most recently served as the magazine's National Sales Manager. Mortimer joined Meredith in 1992 and has held the positions of Branch and Regional Manager within the *Successful Farming* sales organization.

Mortimer has a B.S. in Agricultural Business from Iowa State University and is a past President of the Iowa Chapter of the National Agri-Marketing Association. He and his wife Susanne and daughter Kelsey live in Cumming.

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 25 subscription magazines - including *Better Homes and Gardens*, *Family Circle*, *Ladies' Home Journal*, *Parents*, *Child*, *Fitness*, and *American Baby* - and approximately 190 special interest publications. Meredith owns or operates 14 television stations, including properties in top-25 markets such as Atlanta, Phoenix and Portland.

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