

Meredith Names Steve Crowe Vice President of Consumer Marketing

DES MOINES, IA/NEW YORK, NY (August 19, 2016) – Meredith Corporation (NYSE:MDP; www.meredith.com) announced today that it has hired Steve Crowe as Vice President of Consumer Marketing. Crowe will be based in Des Moines and report to Andy Wilson, Senior Vice President of Consumer Revenue.

In his new role, Crowe will be responsible for the marketing of all Meredith media products to consumers, focused on overseeing all subscriber acquisition and retention efforts. He will also lead other digital media marketing efforts such as Search Engine Marketing (SEM) and email marketing.

Crowe brings extensive experience to his new position. He has spent the last five years at Hallmark Data Systems, an Ebsco Company, serving as Vice President, Chief Operating Officer and General Manager. Hallmark Data Systems is a market leader in business-to-business publishing, database, email, web, lead Generation and fulfillment services.

Prior to Hallmark Data Systems, Crowe spent 15 years with Time Inc. He progressed through the consumer marketing ranks to Vice President of Consumer Marketing, with the dual role of overseeing all new customer acquisition for 20 Time Inc. titles and the brand leadership position for *Southern Living*, which has a circulation of 2.8 million. Prior to that, he oversaw consumer marketing for Time Inc.'s Southern Progress Division, a collection of seven brands including *Southern Living*, *Cooking Light*, *Coastal Living*, *Sunset* and *Health*.

“Steve is on the cutting edge of marketing technology, electronic and email marketing, and auto renewal strategies,” Wilson said. “He blends that with in-depth knowledge and experience in the publishing space. We’re excited he is now part of our team at Meredith.”

Crowe earned a Masters of Business Administration degree from the University of Alabama at Birmingham (UAB) and a Bachelor of Science degree in Business Management from the University of Alabama. He will be relocating with his family to Des Moines.

ABOUT MEREDITH CORPORATION

Meredith Corporation (NYSE: MDP; www.meredith.com) has been committed to service journalism for more than 110 years. Today, Meredith uses multiple distribution platforms – including broadcast television, print, digital, mobile and video – to provide consumers with content they desire and to deliver the messages of its advertising and marketing partners.

Meredith's National Media Group reaches more than 100 million unduplicated women every month, including nearly 75 percent of U.S. Millennial women. Meredith is the leader in creating and distributing

content across platforms in key consumer interest areas such as food, home, parenting and health through well-known brands such as Better Homes and Gardens, Allrecipes, Parents and Shape. Meredith also features robust brand licensing activities, including more than 3,000 SKUs of branded products at 4,000 Walmart stores across the U.S. and at walmart.com. Meredith Xcelerated Marketing is an award-winning, strategic and creative agency that provides fully integrated marketing solutions for many of the world's top brands, including Kraft, Lowe's, TGI Friday's and NBC Universal.

Meredith's Local Media Group includes 17 owned or operated television stations reaching 11 percent of U.S. households. Meredith's portfolio is concentrated in large, fast-growing markets, with seven stations in the nation's Top 25 – including Atlanta, Phoenix, St. Louis and Portland – and 13 in Top 50 markets. Meredith's stations produce over 660 hours of local news and entertainment content each week, and operate leading local digital destinations.

Meredith's balanced portfolio consistently generates substantial free cash flow, and the Company is committed to growing Total Shareholder Return through dividend payments, share repurchases and strategic business investments. Meredith's current annualized dividend of \$1.98 per share yields approximately 3.5 percent. Meredith has paid a dividend for 69 straight years and increased it for 23 consecutive years.

For further information: Patrick Taylor, 212/551-6984, Patrick.Taylor@meredith.com; Liv Ren, 212/551-7033, Liv.Ren@meredith.com
