

# WENDY RICHES NAMED EXECUTIVE VICE PRESIDENT FOR MEREDITH INTEGRATED MARKETING

Matt Petersen Promoted to Senior Vice President

NEW YORK, N.Y., (March 15, 2005) - Meredith Corporation (NYSE:MDP), the publisher of such well-known titles as Better Homes and Gardens, Ladies' Home Journal and More magazines announced today that former advertising agency executive Wendy Riches has been named Executive Vice President for Meredith Integrated Marketing, a new position.

The announcement was made by Jack Griffin, President of the Meredith Publishing Group, who stated, "We are excited to bring someone of Wendy's caliber aboard to help us further build and expand our Integrated Marketing business. Her unique background in customer relationship marketing will complement and enhance our already strong capabilities in this arena."

Riches, who has been working as a consultant to Meredith, has a distinguished background in marketing and communications. From 1990 to 1998, she served in a variety of positions with Ogilvy & Mather in London and New York. She was executive creative director of and managing director of Ogilvy & Mather Direct, London, and president, chairman and CEO of Ogilvy One North America. She also served as president of e-commerce and direct marketing for Hasbro, Inc. and president of ARC Worldwide, the global marketing services unit of D'Arcy, Masius Benton & Bowles. She serves on the board of directors of Columbia House and has served as a director of the Direct Marketing Association.

Matt Petersen has been promoted from Vice President to Senior Vice President/Meredith Integrated Marketing and will report to Riches. He will work alongside her to continue Meredith's strategic goal of expanding its Integrated Marketing operations which currently serve a broad range of clients including DaimlerChrysler, DIRECTV, Carnival Cruise Lines, Century 21 Real Estate, and Hunter-Douglas among others.

"I feel confident that these individuals will continue our strategic goal of developing first class products and programs for our customers," states Griffin.

Meredith ([www.meredith.com](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. The Meredith Publishing Group, the country's foremost home and family authority, features 18 magazine brands including Better Homes and Gardens, Ladies' Home Journal 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 75 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 26 web sites and strategic alliances with leading Internet destinations.

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CONTACT:  
Patrick S. Taylor  
212/551-6984  
[Patrick.Taylor@meredith.com](mailto:Patrick.Taylor@meredith.com)

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