

# MEREDITH CORPORATION NAMES NANCY WEBER VICE PRESIDENT, GROUP MARKETING DIRECTOR FOR MEREDITH MAGAZINE GROUP

NEW YORK, NY, (June 13, 2005) - Meredith Corporation (NYSE:MDP) announced today that it has named one of the publishing industry's leading marketing executives, Nancy Weber, Vice President, Group Marketing Director for the Meredith Magazine Group, a new position.

In her position, Weber will report to Tom Harty, Senior Vice President and General Manager, Meredith Magazine Group and Publishing Director for Better Homes and Gardens magazine.

She will be responsible for the marketing of Better Homes and Gardens, Meredith Corporate Sales, Direct Response and Travel, as well as building Meredith's new positioning as the leading media company serving women.

Weber will work with key leadership in the company to further develop Meredith's new initiatives designed to expand the company's brands across media and special event platforms. She will lead the internal Meredith marketing group to leverage the company's unique strength in delivering broad reaching programs for women decision makers in the marketplace.

"Nancy is recognized as one of the industry's foremost marketing executives, and we are excited about having her join our company as we prepare to further build our leadership in reaching women," says Jack Griffin, president, Meredith Publishing Group. "Her experience leading multi-platform programs and events for large brands will be critical as we expand our strength and presence in the magazine marketplace."

Prior to joining Meredith, Weber had served as the Senior Vice President, Marketing and Business Development for The Golf Digest Companies where she was responsible for Research and Corporate Marketing, Events and Sports Marketing, Corporate Creative Services & Custom Publishing and Business Development. In this role, Weber negotiated partnership agreements with the PGA Tour, PGA of America, The Golf Channel and Business Week. She also developed licensing and credit card affinity programs, retail and internet partnerships, books, and video products.

Her professional background and experience also includes serving as the Vice President, Marketing and Promotion for the New York Times Company Magazine Group where she oversaw marketing and promotions for Golf Digest, Golf World, Tennis, Snow Country, Cruising World, and Sailing World magazines and other ancillary products.

Weber has also held positions as the Marketing Director of The Newspaper Association of America, and as Senior Vice President, Marketing and Sales Development for McCalls magazine where she was responsible for all marketing components of the McCalls LPGA Classic. She also held marketing and promotion positions with Family Circle and House & Garden magazines.

Weber earned a bachelor's from the University of Colorado and currently resides in New York City with her husband.

She will be based in Meredith's New York offices at 125 Park Avenue.

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, MORE, American Baby, and approximately 190 issues of 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, Hershey Foods, 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 more than 26 Web sites and strategic alliances with leading Internet destinations.

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