

# ELAINE LAFFERTY NAMED FEATURES EDITOR FOR MORE MAGAZINE

NEW YORK, NY (June 16, 2005) - Meredith Corporation (NYSE:MDP) announced today that Elaine Lafferty has been named Features Editor for More magazine, effective immediately.

Lafferty joins More from Ms. magazine, where she had served as Editor in Chief since 2003. Under her leadership, Ms. earned its first ASME award nomination in 17 years. Previously, Lafferty served as a war correspondent for the Dublin-based Irish Times, where she covered conflicts in the Balkans and the Middle East. She spent 4 months in Pakistan and Afghanistan covering the war on terror after 9/11.

Prior to that, Lafferty worked for 10 years as a staff correspondent at Time magazine. Based in Los Angeles, she served as lead reporter on the OJ Simpson criminal and civil trials, covered the LA riots and the Northridge earthquake, and was part of the team on the Unabomber case. Throughout her career, Lafferty has interviewed notable personalities from Johnny Carson to Supreme Court Justice Anthony Kennedy to Paula Jones.

"I am thrilled to welcome a journalist of Elaine's reputation and talents to More," said Peggy Northrop, editor in chief. "Her passion for intelligent storytelling will truly resonate with our readers."

Since its launch in 1998, More has achieved strong circulation performance, more than tripling from its original circulation of 320,000 to its current level of 1.1 million. Advertising pages for the June 2005 issue are up 20% over last year. Year to date through June, More's advertising page performance is up by 16% versus the same period in 2004, among the highest for women's lifestyle publications. In 2003 More made Advertising Age's "A List" of top ten magazines, and last year was named "Best Women's Lifestyle Magazine" of 2004 by Media Magazine.

"I started reading More last year and found it to be just about the smartest women's magazine around, ambitious, truthful and fun," explained Lafferty. "I'm excited to join Peggy Northrop and her dynamic team."

An avid boater, Lafferty splits her time between New York and her farm in Ireland.

#### About More and Meredith Corporation

Launched in September 1998, critically acclaimed More magazine is the only lifestyle publication that celebrates women in their 40s and 50s. Designed to make today's 40+ women look and feel better than ever, More features successful women who are still turning heads and making news. Each issue covers beauty and fashion shown on models who are over 40. More's articles on health, relationships, travel, and money are angled toward a seasoned, sophisticated audience. More is published ten times a year by Meredith Corporation. Its circulation of 1.1 million reaches a readership of 4.4 million. Ad Age named More to their prestigious "A List" of Top 10 magazines of 2003, and Media Magazine named More the "Best Women's Lifestyle Magazine" of 2004. Visit [www.more.com](http://www.more.com).

Meredith Corporation ([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 17 magazine brands, including Better Homes and Gardens, Ladies' Home Journal and American Baby, and approximately 150 special interest publications. Meredith owns 12 television stations - including properties in top 25 markets such as Atlanta, Phoenix and Portland.

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