

# MEREDITH CORPORATION PROMOTES PATRICK TAYLOR TO EXECUTIVE DIRECTOR, PUBLISHING GROUP COMMUNICATIONS

NEW YORK (June 28, 2005) - Meredith Corporation (NYSE:MDP) announced today that Patrick Taylor has been promoted to Executive Director, Meredith Publishing Group Communications, effective July 1. In this new role, Taylor will oversee all media relations, marketing communications and internal communications for the entire Meredith Publishing Group, including magazines, books, interactive media, integrated marketing, brand licensing and product sales.

"Patrick has proven to be a valuable addition to Meredith since joining us three years ago. In addition to his tremendous work raising our visibility in the publishing industry, he has eagerly taken on additional duties and significantly contributed to revenue-generating activities," said Meredith Publishing Group President Jack Griffin. "He has provided our leadership team with sound communications and marketing counseling, becoming a trusted advisor in the process."

Taylor joined Meredith Corporation in 2002 as Director of New York Media and Marketing Communications. He has held senior level communications positions for many publishers including Rodale Inc., where he spent 11 years and was instrumental in the positioning and branding of titles including Men's Health and Prevention.

At Time Inc., Taylor created and directed communication strategies for its Personal Finance Group of titles including Money and Mutual Funds magazines. In addition, his background includes senior management positions with public relations agencies including Ogilvy & Mather Public Relations an M Booth & Associates.

Taylor earned a bachelor's degree in political science from Dickinson College. He resides in Clinton, N.J. with his family. Taylor is based in Meredith's New York offices at 125 Park Ave.

#### About Meredith Corporation

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 20 magazine brands, including Better Homes and Gardens, Ladies' Home Journal and American Baby, and approximately 150 special interest publications. Additionally, Meredith has announced a definitive asset purchase agreement to acquire Parents, Child, Fitness and Family Circle magazine from Gruner + Jahr with an anticipated closing date of July 1, 2005. Once completed, Meredith magazines will reach an industry best 135 million American women.

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 80 million names, is one of the largest domestic database among media companies and enables magazine and television advertisers to target marketing campaigns precisely. Additionally, Meredith has an extensive Internet presence, including 26 Web sites, and strategic alliances with leading Internet destinations.