

# MEREDITH'S TRADITIONAL HOME NAMES BLAIRE RZEMPOLUCH-HETZER NEW YORK ADVERTISING MANAGER

NEW YORK (July 29, 2005) - Traditional Home, published by Meredith Corporation (NYSE: MDP), named Blaire Rzempoluch-Hetzer New York Advertising Manager. Rzempoluch-Hetzer is a 20-year advertising sales veteran and has been at Meredith for over six years.

"Adding Blaire to Traditional Home's senior management team further reinforces the continued growth potential for the magazine," said Brenda Saget Darling, publisher, Traditional Home. "Her great knowledge of our core endemic businesses, relationships with key clients and strong selling skills will be a tremendous asset."

Most recently, Rzempoluch-Hetzer served as Eastern Advertising Manager of the Better Homes and Gardens Special Interest Publications. She also held the positions of Travel Manager and Account Executive at Country Home. Prior to Meredith, Rzempoluch-Hetzer worked at Scholastic Inc. as New England Advertising Manager for Home Office Computing and National Accounts Manager for Early Childhood Today. She also worked at Lebhar-Friedman, Inc., Reed Travel Group and Mac Fadden Holdings. Rzempoluch-Hetzer started her career in sales at ESPN.

Rzempoluch-Hetzer, a graduate of the University of Virginia, lives in Nutley, N.J. She is based in Meredith's New York offices at 125 Park Ave.

#### About Traditional Home

Traditional Home ([www.traditionalhome.com](http://www.traditionalhome.com)), an upscale design and decorating publication targeting affluent readers that combines classic taste and modern style, has been the best-selling shelter magazine at newsstands for nine consecutive years. Launched in 1989, the magazine is the largest upscale shelter magazine in the country, has a circulation of 950,000 and is published eight times a year.

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