

# PETER W. JUREW NAMED ASSOCIATE PUBLISHER/MARKETING OF PARENTS MAGAZINE

NEW YORK (August 9, 2005)-Meredith Corporation [NYSE: MDP] announced today that Peter W. Jurew has been named Associate Publisher/Marketing of Parents magazine. Jurew will begin his new duties on August 16th, and report directly to Jan Studin, vice president and publisher of the magazine.

For the past year, Jurew served as the Associate Director, Marketing of People. Previously, he held the Associate Director, Marketing title at The New Yorker. Jurew has held a variety of marketing positions in the publishing industry including Executive Vice President and Chief Marketing Officer at Inside.com, Associate Publisher at SmartMoney, and Promotion Director at both Family Circle and Woman's Day.

His agency experience includes President/Managing Partner of Red Dog Associates, Inc., an independent company retained by large media firms to develop and hone ad marketing strategies and implement integrated marketing programs and communications.

"Parents is the premier authority in the family category and Peter's marketing experience will help us continue to reach consumers in innovative ways," said Studin. "We are confident that his exceptional understanding of brand-building and management will help continue Parents' achievement and growth."

Jurew earned a bachelor's degree from Boston College. He lives in New York City with his wife and daughter. He will be based at Meredith Corporation's New York offices at 375 Lexington Ave.

#### About Parents

Parents, published monthly by Meredith Corporation, has been America's #1 family magazine for more than 75 years. Since its inception in 1926, it has been a trusted source by every generation of parents. Currently, the magazine is a powerful community of 15.6 million readers devoted to supporting the efforts of parents, educators and other citizens who strive to make the world a better place for our children. Parents can be found online at [www.parents.com](http://www.parents.com).

#### About Meredith Corporation

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 features 24 subscription magazines - including Better Homes and Gardens, Ladies' Home Journal, Parents, Child, Fitness, Family Circle 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 80 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 32 Web sites and strategic alliances with leading Internet destinations.

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#### CONTACT:

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

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