

MEREDITH ANNOUNCES VIDEO CONTENT DEALS WITH COMCAST, SIGNSTOREY

DES MOINES, IA (October 18, 2005) - Meredith Corporation (NYSE: MDP), the largest publisher of magazines aimed at women in the United States, today announced two agreements that leverage its editorial and video expertise across multiple platforms.

Specifically, Meredith has formed agreements with Comcast to distribute segments from its American Baby Show via the cable provider's ON DEMAND service and with SignStorey, which operates a customized television network across major grocery retailers, to provide magazine content across its network.

"These agreements reflect our strategy to extend our publishing brands into the electronic space and to serve consumers across media and platforms," said Meredith Publishing Group President Jack Griffin. "It is also another example of serving our advertisers needs for targeted, accountable solutions."

Comcast's digital cable customers can now watch segments from the American Baby Show, produced by American Baby magazine, any time they want. The show features trusted advice from pediatricians, health care experts and real moms. Segments focus on topics such as recognizing and getting through labor, putting newborns to bed and giving babies their first baths. As part of the agreement, which includes cross-promotion, Meredith will solicit sponsors to run advertising spots alongside the segments.

American Baby is part of Meredith's American Baby Group, which publishes integrated marketing materials, special interest publications and hosts consumer events. Comcast is the nation's leading provider of cable, entertainment and communications products and services.

Fairfield, Connecticut-based SignStorey's network is installed in more than 1,200 stores nationwide, including grocery retailers such as Albertson's, Jewel-Osco, Pathmark and Shaw's. Under the agreement, Meredith will provide video, photography and editorial content from its magazines to SignStorey, which will produce programming tailored for supermarket shoppers. In addition to American Baby, Des Moines, Iowa-based Meredith publishes Better Homes and Gardens, More, Ladies' Home Journal, Family Circle and more than 20 other subscription magazines.

"We're closely watching the development of new technologies and creating ways to help our readers and advertisers best make use of them," said John Zieser, Meredith's Vice President of Corporate Development. "Our content rests on strong service journalism that helps people improve their lives, and it has a home on any platform. We believe these two forms of distribution, video on demand and in-store retail networks, hold a lot of promise."

About Meredith Corporation

Meredith (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 25 subscription magazines - including Better Homes and Gardens, Ladies' Home Journal, Parents, Child, Fitness, Family Circle and American Baby - and approximately 200 special interest publications. Meredith owns 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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