

MEREDITH DEBUTS HEART-HEALTHY LIVING SPECIAL INTEREST TITLE

***Better Homes and Gardens* SIP Speaks To Living Healthy, Eating Right and Getting Fit**

DES MOINES (March 6, 2006)— Meredith Corporation (NYSE:MDP) announced today that it is launching *Heart-Healthy Living*, a new quarterly special interest publication that provides a comprehensive resource to a heart-healthy lifestyle. *Heart-Healthy Living* launches with a Spring 2006 issue, hitting newsstands and supermarkets in February and retailing for \$5.99.

According to numerous government studies, 71 million Americans have cardio vascular disease and the incidence is expected to increase due to the increased prevalence of obesity and diabetes, as well as an aging population. *Heart-Healthy Living* is a resource to help manage, fight and prevent heart disease.

"We know heart health is high on most everyone's priority list, probably because it is the number one killer in America," says Jeanne Ambrose, editor of *Heart-Healthy Living*. "But by living healthfully, you can reduce risk factors for yourself and your family."

Heart-Healthy Living keeps readers informed—with the help of key physicians, scientists, registered dietitians, and other experts—on the latest research, and provides timely insights into how to prevent and fight heart disease.

"Most health magazines are targeted specifically to men or women and focus on physical activity, not nutrition," says Gayle Butler, Meredith Special Interest Publications Editorial Director. "Up until now, there has not been a title that broadly speaks to a healthy lifestyle for men, women and families of all kinds. *Heart-Healthy Living* is that title."

Features in the first issue include a list of the best heart-healthy restaurant choices; 10 new good-for-your-heart food products; and sweet and healthy ways to end your meal.

Meredith Special Interest Publications are the largest collection of newsstand publications in the world, with approximately 200 issues a year in the areas of building and remodeling; decorating and design; cooking and entertaining; gardening and outdoor living; health and nutrition; and crafting.

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*, *Family Circle*, *Ladies' Home Journal*, *Parents*, *Child*, *Fitness*, 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.

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 more than 85 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. Meredith Hispanic Ventures publishes five Spanish-language titles, making Meredith the largest Hispanic publisher in the United States reaching women at every life stage. The *Family Circle* Cup, America's premier women's professional tennis tournament, is owned and operated by Meredith and held every April in Charleston, SC. For more than three decades it has showcased the best in women's tennis.

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