

# DANNY SEO NAMED STYLE EDITOR AT LARGE FOR COUNTRY HOME

**NEW YORK (March 27, 2006)**– Meredith Corporation (NYSE:MDP) announced today that Danny Seo has been named a Style Editor at Large for *Country Home* magazine, effective immediately. Through his four bestselling books, "how-to" lifestyle lectures and personal appearances, and upcoming lifestyle television program, Seo continues to share his creative ideas that has made him America's leading lifestyle authority on modern, eco-friendly living.

Seo will first appear in the May issue, when his Pennsylvania home will be featured. Seo's column, tentatively titled "Fresh Thinking," highlighting a mix of green projects, products, places and ideas, will debut in the June issue. Seo will also produce and edit celebrity features for the magazine – first up an inside look at Kerry Washington and her husband David Moscow's Los Angeles home in the September issue.

"Every day, innovative products and fresh voices introduce new ideas for living green – and living well – in the modern world," said *Country Home* Editor-in-Chief Carol Sheehan. "We can't wait for readers to meet Danny and his resourceful and innovative ideas that are environmentally friendly, but also easy-to-do, chic, relevant and spirited. He's a fresh voice of young country style."

His upcoming television series on the LIME cable channel, "Simply Green with Danny Seo", will feature how-to projects, tips and ideas covering food and entertaining, home design, fashion, gardening, holidays and much more. He also hosts a companion weekly radio show of the same name on Sirius Satellite Radio.

Seo joins *Country Home* from *Organic Style*, where he served as Special Projects Editor since the magazine's launch in 2001. His responsibilities included scouting and securing celebrity covers, writing a monthly lifestyle column, "Green Buzz", and regular features for the magazine.

Seo also assists some of Hollywood's biggest celebrities as an eco-stylist. He dresses actors and actresses in environmentally-friendly fashion, consults on the renovation of their homes, and helps them raise money for their eco-charities. In addition, Seo is the official eco-stylist for the Kimpton Hotel Group, working with Kimpton to implement environmental initiatives throughout the hotel chain, and the spokesperson for Call2Recycle.

## **About *Country Home***

For 25 years, *Country Home* magazine has redefined the vision of country. *Country Home* speaks to the desire for style with editorial features that blend formal and familiar, classic and casual, to inspire readers to explore their own personal tastes. The magazine presents fresh, actionable ideas that are relevant to all aspects of readers' lifestyles, including home décor, food and entertaining, fashion and well-being, travel and shopping. *Country Home*, published by Meredith Corporation (NYSE: MDP), has over 7.5 million readers, is published 10 times per year and has a rate base of 1.25 million. The magazine was nominated for a 2005 National Magazine Award in photography.

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