

# Andrew Hibbler Named National Advertising Director for ReadyMade

**NEW YORK, NY (November 14, 2006)** – *ReadyMade*, a recent acquisition of Meredith Corporation (NYSE: MDP), named Andrew Hibbler National Advertising Director, a new position. Hibbler joins *ReadyMade* from Meredith's *Country Home* where he served as Sales Development Director.

The *ReadyMade* brand includes a successful do-it-yourself lifestyle magazine; a popular Web site; a branded book; branded products such as project plans and kits; and custom marketing operations.

“Andy’s addition to the *ReadyMade* senior management team further reinforces the continued growth potential for the magazine,” said Grace Hawthorne, president and publisher, *ReadyMade*. “His great knowledge of the publishing industry, relationships with key clients and strong selling skills will be a tremendous asset.”

Hibbler joined Meredith’s Corporate Solutions group in 2000, where he was an Eastern Manager and then Eastern Director. In 2005, Hibbler joined *Country Home* where he was an account executive before he was named Sales Development Director in January 2006.

Prior to his career at Meredith, Hibbler was on the launch team for Time Inc./Southern Progress’ *Coastal Living* and worked in marketing at *Saveur*.

Hibbler, 36, has a master’s degree in applied science from Johnson & Wales University in Vail, Colorado, and a bachelor’s degree in advertising from the University of Tennessee, Knoxville. He lives with his wife and two sons in Fleetwood, New York. Hibbler will continue to be based at Meredith’s New York offices at 125 Park Ave. *ReadyMade* is based in Berkeley, California.

## **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 25 subscription magazines - including *Better Homes and Gardens*, *Family Circle*, *Ladies' Home Journal*, *Parents*, *Child*, *Fitness*, *American Baby*, and *ReadyMade* - 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 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 – owned and operated by Meredith, is held every April in Charleston, South Carolina and has for over three decades continued to showcase the best in women's tennis.