

# Meredith Broadcasting Group President Named Chairman of TVB Board of Directors

DES MOINES, IA – (February 1, 2007) – Meredith Corporation (**NYSE: MDP**), one of America's leading media and marketing companies, announced today that Paul Karpowicz, President of the Meredith Broadcasting Group, has been elected to serve as chairman of The Television Bureau of Advertising (TVB) Board of Directors. Karpowicz succeeds Alan Frank, president and CEO of Post-Newsweek Stations, who remains on the board and its executive committee.

"We are very pleased to have Paul as our new chairman," said Chris Rohrs, TVB President. "He brings to the table his 30 years of experience in the broadcasting business—we expect he will be a significant force in guiding TVB through one of the most transformative times in the industry's history."

Karpowicz started as President of the Meredith Broadcasting Group in February of 2005. He is responsible for the direction of Meredith's 14 television stations – including six in Top 30 markets – that reach 10 percent of America's television households. The broadcasting group accounts for over 25 percent of all Meredith Corporation revenues.

Prior to Meredith, Karpowicz spent more than 20 years at LIN; his last position there was vice president – television. During his tenure at LIN, he presided over significant growth in its broadcasting business. Between 1994 and 2004, LIN's station group nearly doubled in size, from 12 to 23. He also served as general manager for WLNE-TV in Providence, RI, from 1986 to 1989 and of WISH-TV in Indianapolis from 1989 to 1994.

"I am honored to serve as chairman of the TVB Board. TVB is a great advocate of over-the-air local broadcast television, which is very important right now as broadcast groups struggle with sales issues surrounding the digital transition and moving forward with viable e-business strategies," says Karpowicz. "I am happy to be a part of the TVB leadership and look forward to working with my colleagues in the broadcast business."

## **About TVB**

The Television Bureau of Advertising is the not-for-profit trade association of America's broadcast television industry. Its members include television broadcast groups, advertising sales reps, syndicators, international broadcasters, associate members and over 600 individual television stations. TVB promotes the benefits of local broadcast television to the advertising community and in doing so works to develop advertising dollars for U.S. Spot Television. TVB provides a diverse variety of tools and resources, including this website, to support its Members and to help advertisers make the best use of local television.

## **About Meredith Corporation**

Meredith 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 26 subscription magazines -- including Better Homes and Gardens, Family Circle, Ladies' Home Journal, Parents, More, Fitness, American Baby and ReadyMade -- and publishes over 200 special interest publications under approximately 80 titles. Meredith owns 14 television stations, including properties in top-25 markets Atlanta, Phoenix, and Portland.

Meredith has more than 400 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 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 leading publisher serving Hispanic women in the United States.

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