

Meredith Launches 'www.Better.tv' Broadband Network

Features more than 20 channels of original video programming

PRNewswire-FirstCall
NEW YORK and DES MOINES, Iowa
(NYSE:MDP)

NEW YORK and DES MOINES, Iowa, April 10 /PRNewswire-FirstCall/ -- Meredith Corporation (NYSE: MDP), one of America's leading media and marketing companies, announced today the launch of Better.tv (<http://www.better.tv/>), its first ever broadband network. Better.tv offers viewers original video content and programming based on the assets from Meredith's extensive portfolio of magazines, television stations, books, websites, and live events, according to Meredith Publishing Group President Jack Griffin and Meredith Broadcasting Group President Paul Karpowicz.

Better.tv features over 20 channels of video information covering a comprehensive range of topics, including food, family, home, style, remodeling, entertainment, relationships, fitness and health. Programs and videos featured on Better.tv range in length from 2 to 30 minutes. Consumers have the ability to enhance their viewing experience with tools that allow them to customize and share their ideas, insights and user-generated video content.

Better.tv's original programming is created at studios in New York, Des Moines, and Portland, OR, by Meredith Video Solutions, the company's in-house production unit. It features experts from across Meredith's well-known and highly trusted magazine brands such as Better Homes and Gardens, Ladies' Home Journal, More, Family Circle, Parents and Fitness, as well as talent from Meredith's television stations, book division and exclusive on-air talent. Better.tv will also film on location. Among the first video content airings is an exclusive "behind the scenes" look at the Family Circle Cup women's tennis tournament, featuring player profiles and interviews with many of today's top professional women's tennis players.

"One of the great strengths of Meredith is our rich and diverse assets," says Griffin. "We reach over 75 million women through our media properties, and have a unique understanding of how to deliver service based information to them in a highly engaging way essential in today's fast paced 360° media environment."

In addition to the stand-alone Better.tv Internet site, Better.tv is also available on BHG.com, Meredith's flagship website. BHG.com is relaunching this month with an enhanced array of Web 2.0 features including video, recipe wikis and blogs from over 25 editorial contributors. Led by BHG.com, Meredith's existing websites currently reach 10 million unique users, enabling Better.tv to launch with an audience comparable to many more established broadcast media properties.

"We have a proven ability to work seamlessly across our assets to reach consumers and find new platforms that help our marketing partners connect with them," says Karpowicz. "We are confident that Better.tv on the web -- along with a companion Better.tv program that will air on Meredith Broadcasting's stations -- will set the industry standard for cross media content delivery and interaction."

Better.tv further strengthens Meredith's ability to expand its reach with younger women, according to Meredith President and Chief Executive Officer Steve Lacy.

"One of our key strategies is to find new ways to reach the next generation of Meredith consumers -- the daughters of Baby Boomer women," says Lacy. "The creation of Better.tv -- paired with the re-launch of BHG.com -- significantly increases our ability to connect younger women with our trusted brands. It also enables us to expand our digital assets and offerings to marketers eager to reach the wide band of women we serve."

The customized technology for Better.tv will be supported by Brightcove, an industry leading provider

of technology for broadband media.

About Meredith Corporation

Meredith (<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, 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.

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.

SOURCE: Meredith Corporation

CONTACT: Katie Griffin, Assistant Publicist of Meredith Corporation,
+1-212-551-7053, fax, +1-212-455-1019

Web site: <http://www.meredith.com/>

<https://dotdashmeredith.mediaroom.com/2007-04-10-Meredith-Launches-www-Better-tv-Broadband-Network>