

# MEREDITH AND COMCAST ANNOUNCE PLANS FOR PARENTS TV CHANNEL ON COMCAST ON DEMAND

## **Original content from Parents, Family Circle and American Baby brands will be created for Comcast's video on demand platform**

NEW YORK, NY (October 22, 2007) – Meredith Corporation (NYSE:MDP) and Comcast Corporation (Nasdaq: CMCSA, CMCSK) announced today that Parents TV will premiere on Comcast's signature ON DEMAND service in December. Parents TV content will feature experts from across Meredith's well-known and highly trusted magazine brands such as Parents, Family Circle and American Baby. Meredith Video Solutions – the company's in-house development, production and distribution unit – will produce the original programming.

Kimberly-Clark Corporation's (NYSE: KMB) Huggies brand will serve as one of the founding advertising partners of Parents TV ON DEMAND. In addition, multiple advertisers have joined the line-up including Discover® Card.

Parents TV will feature content that will guide parents through every phase from conception to college, and many steps in between. The original age and stage information will include topics such as: Pregnancy Basics; Baby & Toddler; Healthy Kids; It Moms; Family Life; Doc Talk; and Top Videos.

"Parents TV is a great fit for Meredith and Comcast," said Paul Karpowicz, Meredith Broadcasting Group President. "We will provide consumers with the information they need via outstanding broadcast quality video, and Comcast's ON DEMAND platform enables viewers to access these videos on their own schedules."

"Meredith is a leader in the parenthood field, and this is another example of how we are working with top-tier, recognizable brands to develop original, non-linear, advertising supported programming," said Matt Strauss, Senior Vice President, New Media, for Comcast. "With Parents TV on Comcast ON DEMAND, families with young children will be able to access original content from the team of parenting experts at Meredith, and most importantly, it will be available whenever they need it."

Parents TV on Video On Demand (VOD) is part of Meredith's multiplatform delivery plan including a broadband channel and mobile applications. In addition to VOD, parenthood videos are available on the stand-alone [www.parents.tv](http://www.parents.tv) Internet site, as well as on [www.parents.com](http://www.parents.com), the Web portal that serves as the launch pad for all of Meredith's parenthood capabilities. The VOD service will be marketed through Meredith television stations, publishing brands, and online assets.

"This is a great venue for Kimberly-Clark to engage consumers for an extended period of time in an uncluttered environment. Also, it captures how we want the Huggies brand to interact with moms in a content-relevant environment," said Brad Santeler, Director of Media and Relationship Marketing for Kimberly-Clark. "We believe this type of consumer-centric, consumer-controlled environment is the future of advertising and branding."

"We set the industry standard for cross media content delivery and interaction when we launched Better.tv in March," said Karpowicz. "We are following up that success with Parents TV. We have a proven ability to work across our diverse assets to reach consumers and find new platforms that help our marketing partners connect with them."

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 and publishes approximately 180 special interest publications under approximately 80 titles. Meredith has more than 400 books in print. Meredith owns 13 television stations, including properties in top-25 markets Atlanta, Phoenix and Portland, OR. Additionally, Meredith has an extensive online presence that includes more than 40 Web sites and two broadband channels – Better.tv and Parents.tv. Meredith Video Solutions, the company's in-house production unit, creates broadcast quality video based on Meredith's highly trusted magazine brands for multi-platform delivery.

Meredith Integrated Marketing has established marketing relationships with some of America's leading companies. 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 conduct precise targeted-marketing campaigns. Meredith is also the leading publisher serving Hispanic women in the United States with titles such as Siempre Mujer and Ser Padres.

#### About Comcast Corporation

Comcast Corporation (<http://www.comcast.com>) is the nation's leading provider of cable, entertainment and communications products and services. With 24.1 million cable customers, 12.4 million high-speed Internet customers, and 3.5 million voice customers, Comcast is principally involved in the development, management and operation of broadband cable systems and in the delivery of programming content.

Comcast's content networks and investments include E! Entertainment Television, Style Network, The Golf Channel, VERSUS, G4, AZN Television, PBS KIDS Sprout, TV One, Comcast SportsNet and Comcast Interactive Media, which develops and operates Comcast's Internet business. Comcast also has a majority ownership in Comcast-Spectacor, whose major holdings include the Philadelphia Flyers NHL hockey team, the Philadelphia 76ers NBA basketball team and two large multipurpose arenas in Philadelphia.

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