

# Meredith Corporation Names Lesley Jane Seymour Editor-in-Chief of More Magazine

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**NEW YORK, N.Y., (January 14, 2008)** – Meredith Corporation (**NYSE:MDP**) today named Lesley Jane Seymour as Editor-in-Chief of *More* magazine, effective January 22, 2008. *More*, with a circulation of 1.2 million, is recognized as the leading lifestyle magazine for women over 40 and was named Magazine of the Year by *Advertising Age* in 2006.

Seymour is one of the industry's most respected editorial leaders, and most recently served as the Editor-in-Chief for *Marie Claire* magazine. Under her direction, *Marie Claire* received a National Magazine Award nomination for General Excellence in 2006.

"I'm thrilled to have the opportunity to edit a magazine whose readers share an incredible passion for life after age forty," says Seymour. "As a long-time reader and writer for *More*, I have always admired the incredible style, confidence and intelligence of the editorial product. I'm looking forward to building on *More's* tremendous success and connection with this vibrant audience of outspoken women who want to change the way the world looks at midlife."

"Lesley will bring to *More* an intimate knowledge and affinity for what is important to its readers," says Michael Lafavore, Meredith's Editorial Director. "I've admired Lesley's work for a number of years, and we're confident she will further expand *More's* unique voice and leadership in the marketplace."

During her tenure with *Marie Claire*, Seymour spearheaded many of the magazine's most recognized signature cause-related programs including the Time to Talk Day in Congress to raise awareness of the problems of domestic violence, and the One World/One Wish Campaign for the international relief organization Save the Children.

Her experience in the women's lifestyle field includes serving as the Editor-in-Chief of *Redbook* magazine, where she repositioned the magazine and developed new editorial programs and features. She also guided *Redbook* to a National Magazine Award nomination for Personal Service for its comprehensive Breast Cancer Medbook, What to Do When You Find a Lump.

Seymour's editorial experience also includes serving as Editor-in-Chief of *YM*; Beauty Director of *Glamour*; and contributing editor at *Vogue*. She is also the author of two books: *On the Edge, 100 Years of Vogue* and *I Wish My Parents Understood*.

Meredith launched *More* in September 1998, and the magazine has steadily grown in advertising pages, revenue and circulation. In calendar 2007, *More's* advertising pages increased nearly 20 percent. *More's* robust programs and initiatives that bring the brand to life include: the *More/Wilhelmina* 40+ Model Search, currently in its eighth year; the four-year-old *More* Marathon; and the recently launched *More* Reinvention Convention.

*More* has garnered numerous industry awards and recognition over the past few years including spots on the *Advertising Age* A-List in 2003, 2005, 2006 (first) and 2007, and the *Adweek* Hot List in 2006, and 2007; the *Folio* Gold prize for Best Redesign and Bronze prize in the Women's Lifestyle category in 2005; and an Ozzie Award for Best Redesign in 2005. Additionally, *More* was named one of the 20 most notable launches of the past 20 years by *MIN* and Samir Husni, and Best Women's Lifestyle Magazine by *Media* magazine in 2004.

## 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*, *Ladies' Home Journal*, *Family Circle*, *Parents*, *American Baby*, *Fitness* and *More* – and publishes approximately 180 special interest publications under approximately 80 titles. Meredith owns 12 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 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 publishes four Spanish-language titles, and is the leading publisher serving Hispanic women in the United States.

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