

Meredith Extends Reach of Leading Parents Brands With Licenses for Child in India and Parents in Greece

PRNewswire
DES MOINES, Iowa
(NYSE:MDP)

DES MOINES, Iowa, Feb. 19 /PRNewswire/ -- Meredith Corporation (NYSE: MDP), one of America's leading media and marketing companies, today announced multi-year licensing agreements to publish Child magazine in India and Parents in Greece. With these new agreements, Meredith's international reach will extend to 20 properties in nine countries.

Child India will be published monthly by Media Transasia India Ltd., which launched Better Homes and Gardens in India under license from Meredith in 2007. Parents Greece will be published monthly by Daily Press Magazines S.A., an affiliate of the Daily Press Group.

Under terms of the licensing agreement with Media Transasia, an English-language version of Child magazine is expected to launch in India by summer 2008. The magazine's full name will be Child India, a Parents publication. It will leverage the editorial platforms of Meredith's extensive parents brands, including Child, Family Circle, American Baby and Parents.

"We're very pleased to broaden our relationship with Media Transasia India, further extending the reach of our Parents brands and content in Asia," said John Zieser, Meredith's Chief Development Officer, noting that Meredith currently has licensing agreements for Parents in China and Indonesia. "This agreement cements Parents presence in Asia's three most populous countries, offering advertisers the opportunity to reach these growing consumer markets."

"Child has great potential in India," said Rasina Uberoi, vice president of Media Transasia. "Regardless of where you live, the joys and anxieties of raising a child are universal. Child will be the magazine that Indian parents turn to when looking to find expert advice or share their experiences."

Parents Greece is expected to launch by summer 2008, and represents Meredith's first extension of a parenthood brand in Europe. Athens-based Daily Press, founded in 2000, currently publishes two daily newspapers, one weekly newspaper and several magazine titles under license, including Jolie, L'Officiel and BBC Olive.

"We're excited to extend our portfolio of magazines to the Parenthood category," said John Filippakis, publisher and chairman. "We're pleased to be partnering with Meredith to bring the most popular parenthood magazine in the United States to Greece."

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, Ladies' Home Journal, Family Circle, Parents, American Baby, Fitness and More -- and publishes approximately 180 special interest publications under approximately 80 titles. 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 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, making Meredith the leading publisher serving Hispanic women in the United

States.

About Media Transasia India Ltd.

Media Transasia India Ltd., a subsidiary of Media Transasia Ltd., is based in New Delhi, India and publishes more than 30 magazines in nine languages for the India market, including Architecture + Design, Travel + Leisure and Maxim. Media Transasia Ltd. is based in Bangkok, Thailand. Its magazines are focused on a variety of interests, from fashion and lifestyle to interior design, architecture and computer and information technology. In addition to India, it has operations in Thailand and Hong Kong. The company was founded in 1977.

About Daily Press Magazines S.A.

Daily Press Magazines S.A., a member of the Athens-based Daily Press Group, was founded in 2000. It currently publishes two daily newspapers, one weekly newspaper and several magazine titles under license, including Jolie, L'Officiel, BBC Olive.

Contact:

Meredith: Patrick Taylor, (212) 551-6984; Patrick.taylor@meredith.com

Media Transasia: Piyush Sharma, 91 11 2686 8775;
piyush@mediatransasiaindia.com

For Daily Press Magazines: Jenny Fragouli, 0030 210 250 3184;
jfragouli@dpmags.gr

SOURCE: Meredith Corporation

CONTACT: Patrick Taylor of Meredith Corporation, +1-212-551-6984, Patrick.taylor@meredith.com; or Piyush Sharma of Media Transasia, 91 11 2686 8775, piyush@mediatransasiaindia.com; or Jenny Fragouli of Daily Press Magazines, 0030 210 250 3184; jfragouli@dpmags.gr

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

<https://dotdashmeredith.mediaroom.com/2008-02-19-Meredith-Extends-Reach-of-Leading-Parents-Brands-With-Licenses-for-Child-in-India-and-Parents-in-Greece>