

JENNY CRAIG SELECTS MEREDITH INTEGRATED MARKETING AS DIRECT MARKETING AGENCY OF RECORD

NEW YORK, N.Y., (May 12, 2008) – Meredith Integrated Marketing today announced that it has been chosen by Jenny Craig, Inc., one of the nation's top authorities on weight management, as its Direct Marketing Agency of Record.

Meredith Integrated Marketing will provide strategic direct marketing support, including direct mail and e-mail marketing. The direct marketing program will focus on bringing clients back to Jenny Craig through high-impact, insight-driven and innovative initiatives. The partnership leverages Jenny Craig's reputation as one of the most trusted brands in weight management with Meredith's unique insights into women, especially in the health and wellness areas. Terms of the agreement were not disclosed.

"The Jenny Craig assignment presents an exciting opportunity for Meredith Integrated Marketing to use its direct and digital marketing expertise to enhance Jenny Craig's already strong position in the weight management category," said David Brown, Executive Group Director, Meredith Integrated Marketing.

Robyn Davidoff, CRM Director of Marketing for Jenny Craig, Inc., commented, "Meredith Integrated Marketing provides an intense understanding of our audience and a best-in-breed approach to improving our performance."

Through this agreement, Jenny Craig joins a growing list of clients – including Gerber, Nestlé USA, DIRECTV and American Suzuki – that have partnered with Meredith Integrated Marketing to strengthen and nourish their relationships with customers. Meredith Integrated Marketing is a part of Meredith Corporation (NYSE:MDP), one of America's leading media and marketing companies.

###

For more information, contact:

Patrick Taylor
Meredith Corporation
212.551.6984
patrick.taylor@meredith.com

Gail Manginelli
Jenny Craig, Inc.
480.563.3414
gail@jennycraig.com

About Meredith Integrated Marketing

Meredith Integrated Marketing (MIM) creates first-rate, customized communications programs for a myriad of clients representing some of the nation's leading brands in packaged goods, the automotive industry and more. From content-driven magazines, booklets, Web sites, direct mail and e-newsletters, MIM ensures that consumers can access clients' brand messages when they want, online and in print. Using its database analytics capabilities and targeted distribution, MIM aims to increase brand engagement for its clients so they can maximize interaction with their best customers. Additionally, MIM is developing community and word-of-mouth strategies to make MIM clients' messaging work even harder. At the heart of every program is concentrated attention on the bottom line: ROI.

About Jenny Craig

Since 1983, Jenny Craig's comprehensive food/body/mind approach to safe, effective weight management has helped millions of people worldwide learn how to create a healthy relationship with food, build an active lifestyle, and develop a balanced approach to living. With its individually tailored weight loss program, personal consultants provide clients with one-on-one support, tips and motivation, and Jenny's Cuisine™ food items help them learn proper portion sizes and mindful eating.

Based in Carlsbad, CA, Jenny Craig, Inc. is one of the world's largest weight management companies, with 687 company-owned and franchised Centres in the United States, Canada, Australia, New Zealand and Puerto Rico.

<https://dotdashmeredith.mediaroom.com/2008-05-12-JENNY-CRAIG-SELECTS-MEREDITH-INTEGRATED-MARKETING-AS-DIRECT-MARKETING-AGENCY-OF-RECORD>