

Meredith Corporation Names Lauren Stanich Senior Vice President, Meredith Publishing Group

MEREDITH TAPS LAUREN STANICH TO LEAD MORE, READYMADE BRANDS

NEW YORK, N.Y., July 2, 2008 – Meredith Corporation (NYSE:MDP) announced today the hiring of Lauren Stanich to oversee MORE and ReadyMade, two of the company's fastest growing media brands. Stanich, who will be a Senior Vice President in the Meredith Publishing Group, will start her new duties July 21. She will report to Executive Vice President Andy Sareyan.

In her new role, Stanich will oversee business, marketing and editorial for *MORE* and *ReadyMade*, and lend her considerable expertise to the Meredith Publishing Group senior management team. Reporting to her will be Brenda Saget, VP/Publisher of *MORE*; Lesley Jane Seymour, Editor-in-Chief of *MORE*; Grace Hawthorne, President/Publisher of *ReadyMade*; and Shoshana Berger, Editor-in-Chief of *ReadyMade*.

"Lauren has extensive leadership expertise in both the domestic and international market segments and will work closely with our leaders in the online, consumer marketing, newsstand and licensing areas to develop new platforms for growth and consumer interaction for these great brands," said Meredith Publishing Group President Jack Griffin.

Stanich has more than 20 years of experience in magazines, interactive, books and other forms of media. Most recently, she was President of Publishing at Martha Stewart Living Omnimedia. In this post, she oversaw business, marketing, circulation and editorial operations for its Publishing Division. Earlier in her career, she served in leadership roles with Time, Inc. and the Cambridge University Press.

Stanich, 46, holds a Masters of Business Administration degree from Columbia University and a Bachelor of Arts degree in Economics and European History from the University of Pennsylvania. She will be based in Meredith's New York offices.

About Meredith Corporation

Meredith Corporation (www.meredith.com) is one of America's premier media and marketing companies. Meredith combines well-known national brands – including *Better Homes and Gardens*, *Parents*, *Ladies' Home Journal*, *Family Circle*, *American Baby*, *Fitness* and *More* – with local television brands in fast growing markets. Meredith is the industry leader in creating content in key consumer interest areas such as home, family, health and wellness and self-development. Meredith then uses multiple distribution platforms – including print, television, online, mobile and video – to give consumers content they desire and to deliver the messages of its marketing partners. Additionally, Meredith uses its many assets to create powerful custom marketing solutions for many of the nation's top brands and companies. The goals of these programs are to increase consumer loyalty and produce repeated consumer interaction. In the last two years, Meredith has significantly added to its capabilities in this area through the acquisition of cutting-edge companies in areas such as online, word-of-mouth and database marketing. Meredith employs approximately 3,600 people throughout the United States, and fiscal 2007 annual revenues were \$1.6 billion.

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