

DAVID ALGIRE JOINS MEREDITH AS VICE PRESIDENT – RETAIL SALES

DES MOINES, IA (Oct. 16, 2008) – Meredith Corporation (NYSE:MDP) announced today that David Algire is joining the company as Vice President – Retail Sales for the Meredith Publishing Group.

Algire will work with Meredith's business and creative leaders to drive performance and visibility on newsstand and other channels of single-copy sales. He will also oversee Meredith's strategic relationships with major retailers, wholesalers and Time Warner Retail, the company's national magazine distributor.

"We are extremely pleased to have David join the Meredith team," said Executive Vice President Andy Sareyan. "He has a deep retail background and a solid track record of financial performance, making him ideally suited for this job. I look forward to collaborating with him and learning from his experience."

Algire is currently with Reader's Digest Association, where he has been Vice President of North American Retail Sales since 2001. His appointment at Meredith is effective on Oct. 30, 2008.

"I'm looking forward to making this move," said Algire. "With its powerful Special Interest Media franchise and industry-leading brands such as Family Circle and Better Homes and Gardens, Meredith is one of the largest magazine players in the retail space. It will be exciting to work on a team committed to growing that business."

About Meredith Corporation

Meredith Corporation (www.meredith.com) 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. 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 also licenses its popular brands to leading companies, including an extensive line of Better Homes and Gardens-branded home products available exclusively at Walmart. Meredith employs approximately 3,500 people throughout the United States, including approximately 1,000 in Des Moines and 750 in New York City. Meredith's fiscal 2008 annual revenues were \$1.6 billion.

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