

Meredith Corporation Joins EPA Climate Leaders Program; Posts 2009 Corporate Sustainability Report

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DES MOINES, Iowa, Feb. 17 /PRNewswire-FirstCall/ -- Meredith Corporation, one of America's leading media and marketing companies, has joined the U.S. Environmental Protection Agency's (EPA) Climate Leaders program.

Climate Leaders is an industry-government partnership that works with companies to develop comprehensive climate-change strategies. As a partner, Meredith has committed to reducing its environmental impact by completing a corporate-wide inventory of greenhouse gas emissions, setting reduction goals, and annually reporting its progress to the EPA.

"Our participation demonstrates that companies can be responsible environmental stewards while simultaneously increasing business efficiency," said Steve Lacy, Meredith President and CEO. "This program is a win-win, and we are proud to be a partner with the EPA in climate change management."

Also this month, Meredith published its 2009 corporate sustainability report online. The document outlines sustainable business practices the company currently has in place. Visit http://www.meredith.com/meredith_corporate/sustainability.html to view the report, as well as other environmental information.

About Meredith Corporation

Meredith Corporation is the leading media and marketing company serving American women. 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.

SOURCE: Meredith Corporation

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

