

# MEREDITH BROADCASTING GROUP ADDS NEW NATIONAL SALES LEADERS

## Senseney, Crowley, Krajewski and Evans hired as National Sales Managers

DES MOINES, IA (February XX, 2009) – Meredith Corporation (NYSE:MDP) is pleased to announce the addition of four new national sales leaders to the Meredith Broadcasting Group. They will serve as National Sales Managers overseeing national accounts in an assigned region of the country. They will work in concert with national rep firms and General Sales Managers at Meredith's 12 local stations to grow national advertising revenues.

Peter Senseney and Jean Crowley will serve as National Sales Managers in New York. Senseney has nearly 25 years of experience in the broadcasting sales industry. Most recently, he served as the Senior Vice President and Director of Sales for Blair Television and Petry Media Corporation. Crowley has more than 20 years of experience in the broadcasting sales industry. Most recently, she worked as the National Sales Manager for Comcast Spotlight.

Henry Krajewski, former National Sales Manager at Meredith's KVVU-TV in Las Vegas, has been promoted to National Sales Manager in Los Angeles. Krajewski joined Meredith in 1998. He has 25 years of experience in the broadcasting sales industry.

Lynn Evans will serve as National Sales Manager in Chicago. Evans has more than 30 years of experience in the broadcasting sales industry. Most recently, she worked as Senior Vice President of Petry Media Corporation.

"I'm very pleased with the professionals we've recruited to lead our national sales efforts," said Paul Karpowicz, President of the Meredith Broadcasting Group. "Our industry and the advertising environment have changed dramatically in recent months. Therefore it's more important than ever to have the right sales people in place to advance our business."

### About Meredith Broadcasting Group

Meredith Corporation ([www.meredith.com](http://www.meredith.com)) is one of the nation's leading media and marketing companies with core competencies in magazine and book publishing, television broadcasting, integrated marketing and interactive media. Meredith owns 12 television stations that reach nearly 10 percent of television households across the country. Meredith's Broadcasting assets include: WGCL-TV (CBS), Atlanta; KPHO-TV (CBS), Phoenix, AZ; KPTV (FOX) and KPDX-TV (MYN), Portland, OR; WFSB-TV (CBS), Hartford-New Haven, CT; WSMV-TV (NBC), Nashville, TN; KCTV (CBS) and KSMO (MYN), Kansas City, MO; WHNS-TV (FOX), Greenville-Spartanburg-Anderson, SC-Asheville, NC; WNEM-TV (CBS), Flint-Saginaw, MI; KVVU-TV (FOX), Las Vegas, NV; WSHM, (CBS) Springfield, MA; and radio station WNEM-AM in Saginaw-Bay City, MI.

### Media Contact

Jen Harken – 515.284.3125 – [jen.harken@meredith.com](mailto:jen.harken@meredith.com)