

# MEREDITH CORPORATION WINS NATIONAL WELLNESS AWARD

DES MOINES, IA (MARCH 30, 2009) – Meredith Corporation (NYSE: MDP), one of America's leading media and marketing companies, announced today it won United HealthCare's prestigious "Well Deserved" Award for employer wellness in 2008. Meredith President and CEO Steve Lacy will accept the award on April 1 at a ceremony in New York.

Meredith was one of 10 employers honored for its commitment to improving the health and well-being of its employees in the areas of health risk awareness, education, supporting behavioral change, wellness infrastructure, incentives and rewards, and effective outcomes.

"It's extremely gratifying to see the hard work and diligence of our wellness director and employee wellness committees receive this recognition," said Lacy. "Employee health and wellness are priorities for our company and we will continue to be a leader in this area."

## About Meredith Corporation

Meredith Corporation ([www.meredith.com](http://www.meredith.com)) is the leading media and marketing company serving American women. Meredith combines well-known national brands - including Better Homes and Gardens and Parents - 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.

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