

# MEREDITH PRINT ADVANTAGE LAUNCHES NEW CORPORATE WEB SITE

NEW YORK, NY (May 28, 2009) – Meredith Print Advantage, Meredith Corporation’s fully integrated print management group, has launched an all-new business-to-business Web site at [www.MeredithPrintAdvantage.com](http://www.MeredithPrintAdvantage.com). The site is designed to highlight the group’s ability to provide quality print solutions to a variety of clients, all with a focus on driving and exceeding their clients’ return on investment.

The site, which speaks to creative, production, media and marketing professionals, will serve as a “capabilities brochure” for potential Meredith Print Advantage clients, as well as a valuable source for industry news. “We are including a Resource Tool Box which will feature industry news such as print and paper market updates as well as timely U.S.P.S. information”, says Marti Dowie, Sr. Marketing Manager, Meredith Print Advantage.

In addition to a new design, the website features updated content, user-friendly navigation and direct access to Meredith Print Advantage business development representatives.

Site features include:

- Detailed descriptions of Meredith Print Advantage’s Managed Print Solutions including Print & Fulfillment Execution, Format Consultation, Total Color Management, Distribution Optimization and Strategic Sourcing;
- An in-depth look at Print Advantage’s various products including High-impact Inserts, ACTIONCARDS™ (the interactive component of a High-Impact Insert), Variable Data Printing, Catalogs & Direct Mail and CD & DVD Production;
- A “Who Are We?” page which allows customers to learn about each member of the Meredith Print Advantage team via bios; and
- An interactive map that allows prospects to highlight their state and instantly meet their business development contact with a personal video bio.

“Our new website really reflects our commitment to our current and prospective customers and communicates the value Print Advantage offers,” says Bruce Heston, VP Manufacturing, Meredith Print Advantage. “We encourage all production or printing decision-makers to explore what the new site has to offer.”

The site was engineered by DWebware, a company that specializes in innovative web programming and database development. Blue Compass Interactive, a Web design firm specializing in customized web and business technology, designed the site. Both companies are based in Des Moines, Iowa.

## About Meredith Print Advantage

Meredith Print Advantage, Meredith Corporation’s fully integrated print management group, helps clients maximize advertising dollars by managing the process of printing and delivering consumer communication in one operation. 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.

For more information, or to request a screenshot from the website, please contact:  
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