

# Martin Reidy Named President of Meredith Integrated Marketing

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NEW YORK, Sept. 1 [/PRNewswire-FirstCall/](#) -- Meredith Corporation (**NYSE: MDP**) today named Martin F. Reidy President of Meredith Integrated Marketing. Reidy will also serve as an Executive Vice President of Meredith's National Media Group and Corporate Vice President of Interactive Strategy. He will report to Jack Griffin, President of Meredith's National Media Group.

(Logo: <http://www.newscom.com/cgi-bin/prnh/20090810/CG58830LOGO>)

Reidy succeeds Wendy Riches who will become Chief Strategy Officer for Meredith Corporation, a new position. In this role, Riches will work with Meredith's senior leadership team on developing and implementing long-range strategic plans across Meredith's diverse media and marketing platforms.

Meredith Integrated Marketing is a direct and digital marketing solutions leader that provides brands with compelling customer relationship management strategies and solutions. Its wide portfolio of expertise includes custom publishing, digital, mobile, video, database, health care, word-of-mouth and social marketing capabilities. With more than 400 employees across the United States, Meredith Integrated Marketing serves more than 200 clients including industry and brand leaders such as Kraft, Nestle, Pepsi, Honda and Johnson & Johnson.

Reidy joins Meredith from Publicis, where he served as President and CEO of Publicis Modem & Dialog. He joined Publicis in 2004 as President and CEO of Digitas West, and was later named President and CEO of Digitas Modem Media. Prior to Publicis, Reidy spent seven years as President and CEO of R/GA Interactive, part of the Interpublic Group. He started his career with international management consulting leader Bain & Company, rising to Partner before leaving to become Senior Vice President of EMI Music.

"Martin possesses a desired combination of marketing services and digital new media business leadership built on a strong foundation of corporate strategy and M&A experience," said Griffin. "I'm confident he will provide our growing Meredith Integrated Marketing business with outstanding leadership, facilitate integration of our current portfolio of services, and aggressively expand our capabilities. Additionally, I expect him to be a significant contributor to strategy development for the National Media Group as a whole."

"I am incredibly excited about the opportunity of working with Meredith, particularly in the digital arena," said Reidy. "Meredith's position in the media space through its national and local brands is legendary and gives the company a unique connection to its customers. Meredith's evolution into the interactive universe through its online presence and integrated marketing offerings has shown tremendous success and I am looking forward to being a part of taking it to the next level."

Reidy earned his Master of Business Administration from the University of Pennsylvania's Wharton School of Business, graduating Beta Gamma Sigma and first in his class. He holds a Bachelor's of Science degree in Finance and Marketing from the University of California at Berkeley.

"Martin's experience makes him ideally suited to work across all of our media platforms and businesses to further develop and guide our strategy companywide in the digital space," said Meredith President and CEO Steve Lacy. "He will be a strategic asset to our leadership team and we look forward to his contributions."

Meredith is the leading media and marketing company serving American women. Meredith combines well-known national brands - such as Better Homes and Gardens, Parents and Family Circle - with 12 local network-affiliated television brands in fast-growing markets and a robust online presence through the Meredith Women's Network, the first brand network comprised of premium websites

geared toward the topics that matter most to women. The Meredith Women's Network engages more than 15 million unique visitors monthly, and includes The Better Homes and Gardens Network (Better Homes and Gardens, Better Recipes and MixingBowl); The Parents Network (Parents, American Baby and Family Circle); and The Real Girls Network (DivineCaroline®, Fitness, More and Ladies' Home Journal).

Meredith also features full-service marketing solutions capabilities that provide national and international companies with innovative and cutting-edge marketing services. In the last three years, the company has significantly added to its portfolio through acquisitions and investments in the digital, mobile, word-of-mouth, health care and database areas.

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