

BETTER TELEVISION SHOW ENTERS FOURTH SEASON WITH CLEARANCE IN NEW TOP MARKETS

Chicago, Houston, Tampa, Orlando and Pittsburgh join the line-up; Six leading station groups renew for fall season

NEW YORK, NY (March 22, 2010) – Meredith Corporation (NYSE:MDP) announced today that Better – its daily lifestyle television show – will enter its fourth season airing in six of the nation’s top 10 markets this fall. Chicago (3), Houston (10), Tampa (13), Orlando (19), Pittsburgh (23), Greensboro (46) and Charleston, SC, (99) are the latest markets to be cleared as broadcast groups across the country recognize its effectiveness in generating new local revenues.

“After nearly three seasons and more than 600 episodes, more station groups want to be a part of our success because Better adds significant local dollars,” said Paul Karpowicz, President of the Meredith Local Media Group. “More stations are turning to Better because of its longevity and proven track record. It’s the hottest property in the women’s lifestyle programming genre.”

The new agreements listed below increase Better’s viewership to nearly 50 percent of U.S. households.

- FOX-owned stations in Chicago, Houston and Orlando will begin airing the hour-long daily show based on content from Meredith’s expansive brand portfolio this fall.
 - Sinclair stations in Pittsburgh, Greensboro and Charleston will also add Better to their line-ups.
 - Tribune renewed the show for another year at WPHL-TV in Philadelphia.
 - LIN TV renewed Better at 10 of its stations.
- Belo, New Age Media, Journal and Gray also renewed their contracts with Better.

Better launched in March 2007 and immediately pulled stronger ratings than most daytime syndicated shows. The show consistently rates No. 1 in its time period in numerous markets. The unique model allows stations to localize up to eight minutes of the syndicated national show. This could include the sale of local product integration or product placement, as well as sponsorship of news and entertainment features.

“The show’s popularity is growing because we changed to a full barter model for the fall season. Additionally, it offers viewers fresh, entertaining daytime programming, and provides advertisers new ways to reach their target audiences,” said Kieran Clarke, Executive Vice President of Meredith Video Studios. “We look forward to clearing even more markets to air Better before the new season premieres in September.”

PHOTO Attached: Better Host Audra Lowe on the set.

About Meredith Corporation

Meredith Corporation (www.meredith.com) is one of the nation’s leading media and marketing companies with businesses centering on magazine and book publishing, television broadcasting, integrated marketing and interactive media. Meredith owns or operates 12 television stations that reach nearly 10 percent of television households across the country and one radio station: WGCL-TV (CBS), Atlanta; KPHO-TV (CBS), Phoenix; KPDX-TV (MYN), Portland, OR; KPTV (FOX), Portland, OR; WFSB-TV (CBS), Hartford-New Haven, CT; WSMV-TV (NBC) Nashville, TN; KCTV (CBS), Kansas City, MO; 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; and WSHM, (CBS), Springfield, MA and radio station WNEM-AM in Saginaw-Bay City, MI.

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