

Meredith Corporation Names Marla Newman VP of Digital Sales

NEW YORK, NY (May 31, 2016)— Meredith Corporation (**NYSE: MDP**; www.meredith.com), the leading media and marketing company serving more than 100 million American women and nearly 75 percent of U.S. millennial women, announced today the appointment of Marla Newman as Vice President of Sales for Meredith Digital. Ms. Newman joins the Meredith team as the company continues to grow its digital business and transform the way brands interact with women through content, digital advertising and ecommerce. She will oversee all aspects of Meredith Digital's go-to-market sales strategy and execution for brand, agency and holding company partners.

"Meredith Digital has grown its audience by more than 20 percent in the past year and has deepened its partnerships with many of the world's leading brands, providing end-to-end solutions that encompass ideation, creative execution, and unified measurement across platforms and properties," said Marc Rothschild, SVP, Meredith Digital. "By bringing on industry executives such as Marla, we continue to expand our leadership as a solution driven strategic media partner for the world's largest brands and agencies."

Newman has more than two decades of strategic sales experience, most recently having served as Global Head of Agency Development at AOL and Microsoft. There, she was responsible for global holding company partnerships, helping build innovative solutions across platforms and identifying new revenue opportunities. Prior to joining AOL, Newman served as SVP Digital Sales at Fox Sports, where she led the company's National Digital and Mobile Sales teams. Newman has also held leadership roles at MTV Networks and at MSN.

"I am thrilled to be joining the smart and talented group of people who are continuing to position Meredith Digital as a must have partner for brands" said Newman. "Meredith's portfolio includes some of the world's most powerful brands, and I see a great opportunity to help accelerate the growth of the company's digital business."

About Meredith Corporation

Meredith has been committed to service journalism for more than 110 years. Today, Meredith uses multiple distribution platforms—including broadcast television, print, digital, mobile, tablets and video—to provide consumers with content they desire and to deliver the messages of its advertising and marketing partners. Meredith's National Media Group reaches an audience of more than 100 million unduplicated American women and nearly 75 percent of millennial women.

Meredith is the leader in creating content across media platforms in key consumer interest areas such as food, home, parenthood and health through well-known brands such as Better Homes and Gardens, Parents, Martha Stewart Living, Shape, and Allrecipes reaching over 82 million unique visitors per month. Meredith Xcelerated Marketing is a leader at developing and delivering custom content and customer relationship marketing programs for many of the world's top brands, including Kraft, Lowe's and Chrysler.

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