

# Meredith Planning Strong Presence At 2017 Licensing Expo

## Claire Pierce to Receive Rising Star Award; Sondra Newkirk to Participate in Food-Licensing Panel

**DES MOINES, IA (May 17, 2017)** – Meredith Corporation (**NYSE: MDP**; [www.meredith.com](http://www.meredith.com)), the leading media and marketing company serving 110 million unduplicated American women and 70 percent of U.S. Millennial women, announced today its active participation at the Las Vegas Licensing EXPO May 23 to May 25. Today's announcement comes on the heels of *License!Global's* April ranking of Meredith as the second-largest licensor based on retail sales for 2016.

Meredith Brand Licensing is accepting appointments with prospective new licensees on the EXPO floor at Mandalay Bay Convention Center. "We are looking for new partners who want to get product to market faster and farther using one of the nationally recognized Meredith trademarks such as Allrecipes<sup>®</sup>, EatingWell<sup>®</sup>, Traditional Home<sup>®</sup>, or SHAPE<sup>®</sup>," says Claire Pierce, Sales Director for Meredith Brand Licensing.

"The Las Vegas Licensing EXPO is the signature U.S. event for our industry," says Elise Contarsy, VP of Brand Licensing for Meredith. "It is a tremendous opportunity to make connections and further licensing conversations, all while networking with peers and learning best practices."

The conference organizers will also highlight two Meredith employees. Claire Pierce will receive recognition as one of the industry's rising stars in an award ceremony sponsored by the International Licensing Industry Merchandisers' Association (LIMA). LIMA also offers classes throughout the conference; and Sondra Newkirk, Senior Director of Brand Licensing for Meredith, will join a panel presentation sharing insights into food licensing programs. Her presentation will be Wednesday, May 24, at 7:00 p.m. EDT.

Licensing is part of Meredith's strategy to provide media content, products and services under its trusted brands. Under the leadership of Elise Contarsy, Meredith's Brand Licensing business has been strengthened this past year with several accomplishments, which include:

- Renewing its valued 20-plus-year direct-to-retail program for the Better Homes & Gardens brand with Walmart;
- Growing the network of brokers and agents representing the Company through Better Homes and Gardens Real Estate to approximately 11,000 professionals;
- Launching a better-for-you line of EatingWell frozen entrees with new partner Bellisio Foods; and
- Leveraging the momentum of the SHAPE athleisure apparel program to begin a new SHAPE sunglasses licensing partnership with FGX International.

### **ABOUT MEREDITH CORPORATION**

Meredith Corporation (**NYSE: MDP**; [www.meredith.com](http://www.meredith.com)) has been committed to service journalism for 115 years. Today, Meredith uses multiple distribution platforms – including broadcast television, print, digital, mobile 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 more than 110 million unduplicated women every month, including 70 percent of U.S. Millennial women. Meredith is the leader in creating and distributing content across platforms in key consumer interest areas such as food, home, parenting and health through well-known brands such as *Better Homes & Gardens*, *Allrecipes*, *Parents*, *SHAPE*, *Martha Stewart Living* and *The Magnolia Journal*. Meredith also features robust brand licensing activities, including more than 3,000 SKUs of branded products at 5,000 Walmart stores across the U.S. Meredith Xcelerated Marketing is an award-winning, strategic and creative agency that provides fully

integrated marketing solutions for many of the world's top brands, including The Kraft Heinz Co., Bank of America, WebMD, Volkswagen and NBCUniversal.

Meredith's Local Media Group includes 17 television stations reaching 11 percent of U.S. households. Meredith's portfolio is concentrated in large, fast-growing markets, with seven stations in the nation's Top 25 – including Atlanta, Phoenix, St. Louis and Portland – and 13 in Top 50 markets. Meredith's stations produce 700 hours of local news and entertainment content each week, and operate leading local digital destinations.

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