



MEREDITH CORPORATION AND APPAREL BRIDGE LLC ANNOUNCE RETAIL PARTNERSHIP

WITH VON MAUR DEPARTMENT STORE FOR SHAPE® ACTIVE

DES MOINES, IA/NEW YORK, NY (February 22, 2016) – Meredith Corporation (NYSE:MDP; www.meredith.com), the leading media and marketing company serving 100 million unduplicated American women monthly and more than 60 percent of U.S. millennial women, and Apparel Bridge LLC announced today a retail partnership with Von Maur Department Store for [SHAPE® Active](#), a new activewear collection designed for women.

Von Maur will initially offer 11 pieces from SHAPE Active’s spring/summer collection, available online now at <http://www.vonmaur.com/>. The collection features moderately-priced options ranging from \$48 to \$98. Von Maur also plans to bring the collection into select stores later this spring, and expand the selection with additional pieces.

“Our placement of SHAPE Active with Von Maur demonstrates the appeal and elasticity of the *SHAPE* media brand,” says Elise Contarsy, Vice President, Meredith Brand Licensing. She adds “We’re delivering new options for the consumer looking for a fashionable performance brand regardless of her preferred activities— from walking the dog to working out to weekend fun.”

“We are excited to add SHAPE Active into our active mix,” says Joanna Powers, General Merchandise Manager, Von Maur. “The collection is high-quality and offers the perfect combination of core basics and trendy design at a great price point. We know our customers will appreciate that SHAPE Active provides fashionable workout wear that is feminine, fits well and is accessible for all ages and fitness levels.”

The line features attention-to-design details like flattering “S” seams, halter and cross-over straps, and signature elements such as DryFuze™ technology to wick away moisture and unique glow in the dark patterns that are both practical and stylish.

Additional retail partners for SHAPE Active include DicksSportingGoods.com, kohls.com, Equinox gyms and Amazon.

ABOUT MEREDITH CORPORATION

Meredith Corporation has been committed to service journalism for more than 110 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 100 million unduplicated women every month, including 60 percent of American 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 and Gardens, Allrecipes, Parents and Shape. Meredith also features robust brand licensing activities, including more than 3,000 SKUs of branded products at 4,000 Walmart stores across the U.S. 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 NBC Universal.

Meredith's Local Media Group includes 17 owned or operated 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 approximately 650 hours of local news and entertainment content each week, and operate leading local digital destinations.

ABOUT APPAREL BRIDGE LLC

Apparel Bridge is backed by three decades of apparel and textile manufacturing excellence and is a one-stop apparel solution provider with a unique vertical model. They have been manufacturing apparel for the world's largest retailers for 35 years, producing more than 400 million garments. They are a vertical operation and control every aspect of production from yarn to delivery in store. The seamlessly integrated supply chain along with strategic design capabilities provides them the competitive advantage and speed to market the industry demands.

They employ a top team of material scientists to bring the newest technologies to apparel and to create fabrics from a mere vision. The team's attitude towards transparency and traceability provides a complete picture of the ethical and environmental impact of their products. Apparel Bridge is relentless in their pursuit for excellence.

ABOUT VON MAUR

Von Maur was founded more than 140 years ago in downtown Davenport, Iowa. The Company currently operates 30 stores in 14 states, along with a 120,000 square foot E-Commerce facility that drives its successful online business at vonmaur.com.

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