

Meredith Corporation and Apparel Bridge LLC Partner to Launch SHAPE® Active Collection for Women

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NEW YORK, Jan. 26, 2016 /PRNewswire/ -- 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, announced today a brand licensing agreement with Apparel Bridge LLC for [SHAPE® Active](#), an activewear collection designed for women. This is the first licensing program announcement for the category-leading *SHAPE* brand, which was acquired by Meredith in January 2015.



"Our acquisition of *SHAPE* extends to all aspects of corporate growth, including licensing," says Elise Contarsy, Vice President of Meredith Brand Licensing. "We are excited to work with our partner Apparel Bridge to showcase the value of the *SHAPE* brand beyond print, and bring a line of athleisure clothing to women looking for the perfect combination of performance, comfort and fashion."

The moderately priced collections are now available at DicksSportingGoods.com, kohls.com, and Equinox gyms, with many additional retail partners expected, including Amazon.

"We are thrilled to be selected by the *SHAPE* team to bring fashion-forward and feminine activewear to the marketplace. Our vibrant pieces reflect the personality and style of the iconic *SHAPE* brand," says Sheena Mahtani, VP of Operations from Apparel Bridge.

The designs are grounded in high performance materials with features including DryFuze™ to wick moisture, and reflective or glow-in-the-dark treatments. Each piece is figure-flattering, with details such as a signature S-curve seaming in tops, jackets and bottoms.

"Blending active apparel and a media property is innovative and very exciting," says Andy Hilfiger from Star Branding, who facilitated the partnership. "Retailers need fresh brands, and *SHAPE* Active, which has both the performance and the fashion women want today, is positioned to deliver what retailers are looking for in this fast-growing apparel category."

The launch of SHAPE Active is just one of many programs announced by Meredith Brand Licensing in the past year, including the partnership between *EatingWell* and Bellisio Foods, Inc. on an *EatingWell* healthy frozen food product line. These launches build on Meredith's already successful licensing programs, such as partnerships between *Better Homes and Gardens* and Walmart, Realogy and FTD, and *Allrecipes'* partnership with Clipper Corporation on a line of cookware, bakeware and kitchen gadgets.

For more information on SHAPE Active, and to view the collections, visit <http://www.shapeactive.com/>.

Launched in 1981, *SHAPE* helps women achieve the best versions of themselves while understanding that healthy living is more than an endgame—it's a source of personal joy and lasting reward. *SHAPE* magazine is published 10 times a year with a rate base of 2.5 million and an audience of 27 million, reaching women across all platforms, including the 8.5 million users on Shape.com and Fitnessmagazine.com, and through award-winning consumer events and innovative brand extensions.

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.

Logo - <http://photos.prnewswire.com/prnh/20090810/CG58830LOGO>

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