

Better Homes and Gardens Real Estate LLC

The newest Realogy brand, Better Homes and Gardens® Real Estate, will embody the future of the real estate industry while grounded in the tradition of the home. In October 2007, Realogy Corporation, a global provider of real estate and relocation services, entered into a 50-year agreement to license the Better Homes and Gardens Real Estate brand from Meredith Corporation (NYSE: MDP), one of the nation's leading media and marketing companies. Better Homes and Gardens Real Estate LLC will be building a new international residential real estate franchise company with an anticipated launch date of July 1, 2008, and will engage in various pre-launch activities in the interim.

Key Management

- **Sherry A. Chris**, President & Chief Executive Officer
- **S. Nicolai Kolding**, Chief Operating Officer
- **Scott Schubiger**, Senior Vice President, Membership Development
- **Wendy Forsythe**, Vice President, Broker Services and Program Development
- **Kevin V. Doell**, Sr. Director, Communications and Public Relations

World Headquarters

1 Campus Drive
Parsippany, New Jersey 07054
866.616.4BHG

Parent Company

Realogy Corporation

- **Richard A. Smith**, President & Chief Executive Officer, Realogy Corporation
- **Alexander E. Perriello, III**, President & Chief Executive Officer, Realogy Franchise Group
- For information about Realogy Corporation, visit www.realogy.com.

Relationship with *Better Homes and Gardens*® magazine and Meredith Corporation

The Better Homes and Gardens name has been a staple in American life ever since 1924. Today, the magazine boasts a circulation of 7.6 million and a readership of nearly 40 million. As part of the new relationship, the Better Homes and Gardens Real Estate brand will have the ability to tap into Meredith's consumer database services, which has a reach of more than 85 million consumers. Meredith Corporation owns businesses centering on magazine and book publishing, television broadcasting, integrated marketing and interactive media. In 1978, Meredith launched the former Better Homes and Gardens Real Estate service, which it owned and operated for 20 years, and grew the business into a highly respected name in the real estate industry. Meredith sold its real estate franchise system in 1998 while retaining ownership of the Better Homes and Gardens mark as a real estate brand.