

# VIACOMCBS

## ViacomCBS and Meredith Corporation Announce Multi-Year Affiliation Renewals

March 26, 2020

### Agreement Covers All Seven CBS Affiliated Television Stations Owned by Meredith

NEW YORK & DES MOINES, Iowa--(BUSINESS WIRE)--Mar. 26, 2020-- ViacomCBS (NASDAQ: VIACA, VIAC) and Meredith Corporation (NYSE: MDP) today announced a multi-year deal to renew affiliation agreements for all seven of its CBS Affiliates, including three top 25 market affiliates, WGCL in Atlanta, GA; KPHO in Phoenix, AZ; and KMOV in St. Louis, MO. The seven markets combined reach 7 percent of the U.S. audience serving more than 7.6 million television households.

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Meredith's CBS affiliates will continue to be locally available to subscribers of *CBS All Access*, CBS' digital subscription video on-demand and live streaming service. It will also be widely distributed across virtual multichannel video programming distributor platforms and traditional cable and satellite services.

"We are pleased to reach an early agreement with our valued partners at Meredith," said Ray Hopkins, President, U.S. Networks Distribution, ViacomCBS. "Our collaboration allows us to continue to support local communities with crucial access to CBS' leading news and entertainment programming, which has never been more important than in this current climate."

"We value our long-standing relationship with ViacomCBS and are very pleased to be able to continue to offer our viewers access to the CBS network's outstanding primetime, news and live sports programming, including the National Football League," said Meredith Local Media Group President Patrick McCreery.

The agreement consists of renewals for these Meredith-owned CBS affiliates: WGCL in Atlanta, GA; KPHO in Phoenix, AZ; KMOV in St. Louis, MO; KCTV in Kansas City, MO; WFSB in Hartford & New Haven, CT; WNEM in Flint-Saginaw-Bay City, MI; and WSHM in Springfield-Holyoke, MA.

### **About ViacomCBS**

ViacomCBS (NASDAQ: VIAC; VIACA) is a leading global media and entertainment company that creates premium content and experiences for audiences worldwide. Driven by iconic consumer brands, its portfolio includes CBS, Showtime Networks, Paramount Pictures, Nickelodeon, MTV, Comedy Central, BET, CBS All Access, Pluto TV and Simon & Schuster, among others. The company delivers the largest share of the U.S. television audience and boasts one of the industry's most important and extensive libraries of TV and film titles. In addition to offering innovative streaming services and digital video products, ViacomCBS provides powerful capabilities in production, distribution and advertising solutions for partners on five continents.

For more information about ViacomCBS, please visit [www.viacbs.com](http://www.viacbs.com) and follow @ViacomCBS on social platforms.

### **About Meredith Corporation**

Meredith Corporation has been committed to service journalism for 118 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 185 million unduplicated American consumers every month, including nearly 90 percent of U.S. millennial women. Meredith is a leader in creating content across media platforms and life stages in key consumer interest areas such as entertainment, food, lifestyle, parenting and home. Meredith is the No. 1 magazine operator in the U.S., and owner of the largest premium content digital network for American consumers. Meredith's leading national brands PEOPLE, Better Homes & Gardens, InStyle, Allrecipes, REAL SIMPLE, SHAPE, Southern Living, FOOD & WINE, Travel + Leisure, Martha Stewart Living and Health. 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. and at walmart.com. Meredith's National Media Group also includes leading affinity marketer Synapse, and The Foundry, the Company's state-of-the-art creative lab and content studio.

Meredith's Local Media Group includes 17 television stations reaching 11 percent of U.S. households and 30 million viewers. Meredith's portfolio is concentrated in large, fast-growing markets, with seven stations in the nation's Top 25 markets -including Atlanta, Phoenix, St. Louis and Portland - and 13 in the Top 50. Meredith's stations produce more than 700 hours of local news and entertainment content each week, and operate leading local digital destinations. Meredith also owns MNI Targeted Media, which delivers targeted advertising solutions to more than 1,200 clients on a local, regional and national level.

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### **ViacomCBS Contacts:**

**Media:** Bridget Darcey, ViacomCBS; [Bridget.Darcey@viacom.com](mailto:Bridget.Darcey@viacom.com)

### **Meredith Contacts:**

**Media:** Art Slusark, Chief Communications Officer (515) 284-3404; [Art.Slusark@meredith.com](mailto:Art.Slusark@meredith.com)

**Investors/Financial Analysts:** Mike Lovell; Director of Investor Relations (515) 284-3622; [Mike.Lovell@meredith.com](mailto:Mike.Lovell@meredith.com)

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