



Global Media Leader Meredith Expands Its Teradata(R) Warehouse to Accommodate Business Growth; Media Superpower Boosts Capacity to Support a Wide Range of Campaign Management and Customer Loyalty Programs

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DAYTON, Ohio--(BUSINESS WIRE)--Aug. 17, 2005--Teradata, a division of NCR Corporation (NYSE:NCR), today announced that Meredith Corporation (NYSE:MDP), one of the nation's leading media and marketing companies, has expanded its Teradata(R) data warehouse. Meredith, with businesses centering on magazine and book publishing, television broadcasting, integrated marketing and interactive media, now reaches more than 80 million Americans each month.

Specifically, Meredith is upgrading its growing production, test and development information environments. The Teradata Warehouse at Meredith houses its consumer database and is one of the company's most valued resources, with data that helps its marketers better serve a growing customer base that includes two-thirds of U.S. households. The breadth and depth of this data, along with its Teradata customer relationship management (CRM) tools, enables Meredith to customize offers for specific customer segments with pinpoint accuracy.

"Meredith's consumer database continues to grow and scale with the business, providing value to our marketing and technical users," said Brad Wyckoff, chief information officer Meredith Corporation. "This upgrade will further support our existing applications and CRM programs, including direct marketing campaigns and customer loyalty programs. The database is growing both in size and number of users, as it supports new applications and business processes."

All of Meredith's customer management applications, including Teradata CRM, are designed to provide users more access and more detail on their customers, which gives Meredith a competitive edge and efficiency in its marketing efforts.

"Meredith's ongoing investment in Teradata's business intelligence platform and tools validates our leadership in providing solutions for highly complex information environments," said David Scott, Teradata vice president. "With the speed, capacity and scalability offered by Teradata's technology and solutions, Meredith can fully optimize its information resources and continue to grow the value of its customer relationships."

The Teradata Warehouse provides parallel database technology, a suite of data access and management utilities and a portfolio of analytical software tools that provide detailed business insight and foster interactions with a high degree of relevance to customer needs.

About Meredith Corporation

Meredith (www.meredith.com) is one of the nation's leading media and marketing companies with businesses centering on magazine and book publishing, television broadcasting, integrated marketing and interactive media. The Meredith Publishing Group, the country's foremost home and family authority, features 24 magazine brands including Better Homes and Gardens, Ladies' Home Journal, Parents, Child, Fitness, Family Circle, American Baby and approximately 150 special-interest publications. Meredith owns or operates 14 television stations, including properties in top-25 markets, such as Atlanta, Phoenix and Portland, and an AM radio station.

Meredith has approximately 350 books in print and has established marketing relationships with some of America's leading companies including The Home Depot, DIRECTV, DaimlerChrysler, Wal-Mart and Carnival Cruise Lines. Meredith's consumer database, which contains approximately 75 million names, is one of the largest domestic databases among media companies and enables magazine and television advertisers to target marketing campaigns precisely. Additionally, Meredith has an extensive Internet presence that includes 30 Web sites and strategic alliances with leading Internet destinations.

About Teradata Division

Teradata (www.teradata.com), a division of NCR Corporation (NYSE:NCR), is the global technology leader in enterprise data warehousing, analytic applications and data warehousing services. Organizations around the world rely on the power of Teradata's award-winning solutions to get a single, integrated view of their business to enhance decision-making, customer relationships and profitability.

About NCR Corporation

NCR Corporation (NYSE:NCR) is a leading global technology company helping businesses build stronger relationships with their customers. NCR's ATMs, retail systems, Teradata(R) data warehouses and IT services provide Relationship Technology(TM) solutions that maximize the value of customer interactions and help organizations create a stronger competitive position. Based in Dayton, Ohio, NCR (www.ncr.com) employs approximately 28,300 people worldwide.

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