



Reader's Digest Association Opens Door to Aggressive Growth in "Home & DIY" Space

Acquisition of Haven Home Media Doubles RDA's "Home & DIY" Audience Reach to More than 24MM Consumers; Captures 27% online Market Share

New York, NY – April 20, 2011 – Signaling its commitment to the Home & DIY category, The Reader's Digest Association, Inc. (RDA), a global multimedia and direct marketing company, announced today it has acquired Haven Home Media, the sector's leading online vertical network. Led by RDA's Lifestyle Communities division, the addition of Haven Home Media will increase RDA's footprint in the Home & DIY market, as well as continue building its online communities that deliver scale with highly personalized and targeted-reach capabilities. Haven Home Media, the largest independently owned online Home network, joins RDA's roster of leading Home brands including The Family Handyman and Fresh Home, increasing RDA's reach to more than 24MM home and DIY consumers and capturing 27% market share of the online home community space.

Lifestyle Communities @RDA is a multimedia provider of food, entertainment and home & garden content, boasting such brands as Every Day with Rachael Ray, Taste of Home, Allrecipes.com and Fresh Home, to name a few.

"This strategic investment is a major step toward owning the Home & DIY category, providing advertisers a comprehensive network to reach engaged home enthusiasts while delivering targeted, multi-platform and customized solutions," said Mary G. Berner, President & CEO, The Reader's Digest Association, Inc. "Much like the way we've established a strong foothold in the Food & Entertaining space, where our core brands Allrecipes.com, Every Day with Rachael Ray and Taste of Home reach 96 million consumers, we have similar ambitions for the Home & DIY category that today's announcement will help us realize."

As part of today's announcement, Haven Home Media's Founder & CEO Daniel Meehan will now hold the new position of Vice President Integrated Solutions and Digital Development, Lifestyle Communities, RDA, effective immediately.

"We are thrilled to add a leading home media company to our ever-growing Lifestyle Communities portfolio and directly benefit from the expertise and energy that Dan Meehan brings to us," said Suzanne M. Grimes, President, Lifestyle Communities. "Dan's experience in traditional and digital media, his sharp business sense, and his entrepreneurial sensibility will serve as a tremendous asset to both our company and advertising partners."

About Haven Home Media

Haven Home Media LLC, located in New York, NY, has created the largest online audience in the home, garden and DIY market. Its alliance of more than 70 websites, all focused on home improvement, home design, landscaping and construction, represents an audience of 14MM consumer home enthusiasts. Haven Home Media is ranked No. 1 in overall market coverage and rank for the expanded home category, according to comScore. The Company offers brand advertisers unique, customized online sponsorships, display banner media, lead generation and custom video opportunities. For more information, visit www.havenhomemedia.com.

About RDA

RDA is a global media and direct marketing company that educates, entertains and connects more than 130 million consumers around the world with products and services from trusted brands. With offices in 44 countries, the company reaches customers in 78 countries, publishes 90 magazines, including 50 editions of Reader's Digest, the world's largest-circulation magazine, operates 83 branded websites and sells nearly 40 million books, music and video products across the world each year. Further information about the company can be found at www.rda.com.

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