

PRIMEDIA'S CHANNEL ONE RECEIVES TWO PRESTIGIOUS WEBBY AWARDS

- Original Online Content and Programming Singled Out For Excellence-

NEW YORK, NY (May 4, 2005) -- PRIMEDIA, Inc.'s (NYSE: PRM) Channel One, the largest source of news and information for young people reaching nearly 8 million teens and approximately 400,000 educators across America, today announced it has been honored with two prestigious Awards - the Webby Award and the Webby People's Voice Award - in the popular "Youth" category. Presented by the International Academy of Digital Arts and Sciences, the acclaimed Webby is a leading award that honors excellence in Web design, creativity, usability and functionality.

Channel One was selected from hundreds of entries, and was in the esteemed company of established original content providers such as Scholastic, Inc. and MTV Networks. Webby Award winners are selected by a jury of industry experts; The People's Voice Award is a special honor that's awarded based on over 200,000 votes cast by people around the world who chose their favorite sites. Channel One was one of 13 entrants to garner two awards in any single category.

This latest industry accolade for Channel One comes on the heels of winning its second George Foster Peabody Award, a long-standing honor recognizing distinguished achievement and meritorious public service by stations, networks, producing organizations and individuals. The honor also follows the recent appointment of former top PBS executive, Judy Harris, to CEO of Channel One.

"Recognition from our esteemed industry peers points to the importance of the quality and delivery of our content," said Judy Harris, CEO of Channel One. "Our success lies in connecting with teens, engaging them in the broader dialog and eliciting reaction and response on important global issues. Channel One's content and programming is getting the conversation started in classrooms all across the country. The Webby Awards is reflective of the best and brightest content on the Web so we are thrilled with this acknowledgement."

The Channel One Network is the largest source of news and information for young people. Channel One News and its award-winning Web site, www.channelone.com, features stories on breaking news and in-depth issues that affect the world, the nation and specifically, America's teenagers. Since its first broadcast in 1990, Channel One News has garnered more than 150 news and educational programming honors, including two prestigious George Foster Peabody Awards.

Channel One will accept its Webby awards at The 9th Annual Webby Awards gala on June 6, 2005 in New York City. For more information on Channel One's content, visit www.channelone.com.

About The Webby Awards

Called the "Oscars of the Internet" by the New York Times, the Webby is the leading international award honoring excellence in Web design, creativity, usability and functionality. Established in 1996, the 9th Annual Webby Awards received over 4,000 entries from all 50 states and over 40 countries worldwide. The Webby Awards are presented by The International Academy of Digital Arts and Sciences. Sponsors and Partners of The Webby Awards include: The Creative Group; Adweek, Brandweek and Mediaweek magazines; IDG; Fortune and FSB; 2advanced Studios; The Online Publishing Association; PricewaterhouseCoopers, and Rackspace Managed Hosting. For more information visit www.webbyawards.com.

About Channel One News

A PRIMEDIA (PRM) company in its 15th year of broadcasting, Peabody Award-winning Channel One News is the leading source of news and information for young people, with an average rating over 20 times that of MTV. The 12-minute daily news broadcasts are delivered daily to nearly 8 million students and 400,000 educators in nearly 12,000 middle and high schools across the country. In recent months, Channel One News has covered fast-breaking world events from regions such as Iraq, Kuwait, Afghanistan, Thailand, Sri Lanka, Jordan, Cuba, Venezuela, North Korea, Myanmar, and Qatar. Channel One News programming has been featured on leading networks and news programs, including CNN, ABC News, the WB, Nightline, and The Today Show. Visit www.channelone.com to learn more.

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