



**FOR IMMEDIATE RELEASE**

**PETRY HOLDING, INC. HIRES ALEXANDER P. BROWN AND RICHARD INTRATOR  
TO LEAD THE COMPANY**

**New York, NY – February 5, 2009** – Petry Holding, Inc. today announced that Alexander Brown has been named President and Chief Executive Officer of the Company. The Company also announced that Richard Intrator has been hired as Chief Strategic Officer. Mr. Brown and Mr. Intrator joined the Company on December 1, 2008, and will work together to lead the effort to create and develop new domestic and international businesses. The national spot advertising business will continue to be overseen by Petry Media President and Chief Executive Officer, Val Napolitano, who will report to Mr. Brown.

Lynn Tilton, Founder of Patriarch Partners and manager of funds that own Petry Holding Inc., said, “Sandy and Richard are experienced executives who join Petry at a time when the media industry is at a cross roads and when innovation, new technologies and global initiatives will be vital to its future. Sandy’s experience building cross cultural traditional and digital media businesses in Asia and Europe will be important as we look to expand beyond the traditional national spot business. Richard’s vast experience and his deep relationships in the media world will help create new revenue opportunities for Petry and our valued clients. The convergence of technology and the simultaneous global expansion of distribution platforms for news and entertainment, offer Petry Media a myriad of new opportunities for growth. Our challenge is to look beyond the next few years, and to anticipate the trends in the media and advertising business. I have full confidence that Sandy and Richard, together with the current team at Petry, will meet these challenges head on.”

Mr. Brown joins Petry Media from WorldSpace Inc. a premier provider of satellite radio outside the U.S. where he was Co-Chief Operating Officer. Prior to that, he was President and CEO of CNBC Asia Pacific, based in Singapore and New York. Mr. Brown was also the Managing Director of ESPN Star Sports based in Singapore where he oversaw this joint venture between ESPN, Inc. and Star TV.

Mr. Intrator was most recently the founder and CEO of Philanthria LLC and Silvercrest Distributors, LLC. Previously he was President of IMAX Enterprises. Mr. Intrator’s investment banking experience includes his time as Managing Director, Group Head Media Investment Banking at Paine Webber Incorporated, Managing Director, Group Head Media, Entertainment and Communications Group at Lodestar Group and Kidder,

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Peabody & Co. He was also Vice President, Planning and Development at Columbia Pictures and New Business Development for ABC.

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**About Petry:** Blair Television and Petry Television, known as Petry Media, are the primary operating entities of Petry Holding, Inc. They are television station representative companies that provide a full range of advertising sales and support services including research, programming, creative services, and information services to their more than 250 client television stations. Petry Holding, Inc. is owned by funds managed by Patriarch Partners LLC, the New York based investment and asset management firm. Additional company information can be found at [www.petrymedia.com](http://www.petrymedia.com)

**About Patriarch Partners LLC**

Patriarch Partners LLC is a global investment firm based in New York that manages funds with over \$6 billion of equity and secured loan assets, including equity investments in more than 65 companies and controlling interests in approximately two-thirds of these. For more information, please visit [www.patriarchpartners.com](http://www.patriarchpartners.com)