



PETRY MEDIA HIRES DAVID REINBACH TO LEAD DIRECT RESPONSE ADVERTISING

New York, NY – September 11, 2007 – Petry Media Corporation (“PMC”), a leader in the nation’s \$8 billion spot television advertising market, today announced that David Reinbach has been hired as Corporate Head of Direct Response. Mr. Reinbach is located in New York and will lead a team of salespeople responsible for selling the television and Internet properties represented by Blair Television, Petry Television, Petry International and Digerati iSales.

Jeff Stevens, Managing Director of Petry International, who will oversee the DR Advertising division, said, “We are delighted to have David join the Petry Media team. His arrival marks a serious commitment to developing this business at Petry Media. Our goal is to enable our clients to fully maximize the value of their inventory. David has very quickly been able to quantify the market opportunity for our station clients for television as well as their Internet assets and it represents a growth opportunity for them. Additionally, we believe there is a prime opportunity for development of this business for our European clients as we offer a valuable and highly coveted audience to Direct Response advertisers, who seek to increase sales beyond U.S. borders.”

Mr. Reinbach has built an impressive and successful career in the Direct Response arena and he has developed this business for various companies throughout his career. He joins Petry Media from Zenith Optimedia Direct where he was Vice President, Business Development from 2005. While at Zenith, his responsibilities included building and growing the direct response television and Internet business for advertisers and agencies.

Prior to Zenith Optimedia, he was at Euro RSCG DRTV where he was the Director of New Business for this Havas owned DRTV agency. From 1999-2002, he was with Integrated Media Solutions in New York where he was the Vice President of New Business for the direct response media agency servicing both television and the Internet. He led the start up team for the company and grew billing to \$60 million. Mr. Reinbach’s direct response career also includes positions at Media Direct Partners Inc, where he was Director of New Business Development and where he won the DRTV spot of the Year award and The Artists Company where he served as Executive Producer for the direct marketing division of this television advertising company.

Mr. Reinbach graduated with a BS degree from Syracuse University and an MBA from Fordham University.

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About Petry Media: Petry Media Corporation, a leader in the nation's \$8 billion spot television advertising market, provides corporate infrastructure and advisory services to its four operating divisions, Blair Television, Petry Television, Petry International and Digerati iSales. Blair Television and Petry Television are television station representative companies that provide a full range of ad sales and support services including research, programming, creative services, and information services to their more than 300 client television stations. Established in 2007, Digerati iSales sells Internet advertising for media properties. Petry Media is privately owned by Patriarch Partners LLC, the New York based investment and asset management firm, and company management. Additional company information can be found at www.petrymedia.com