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PETRY INTERNATIONAL SIGNS REPRESENTATION AGREEMENT WITH EURONEWS

New York, NY – March 31, 2008 – Petry International, a division of Petry Media Corporation (“PMC”), a leader in the nation’s \$8 billion spot television advertising market, today announced that it has signed a sales representation agreement with EuroNews, Europe’s leading news channel covering world affairs. Petry International’s primary responsibility is to develop North American advertising sales for EuroNews.

EuroNews reaches over 200 million households by digital cable/satellite and terrestrial distribution in 130 countries worldwide including Europe, the Middle East, Africa, Asia, North America and Latin America. Under the terms of the agreement, Petry International will be the advertising representative for EuroNews in the United States and Canada.

Jeff Stevens, Managing Director of Petry International commented, “EuroNews has great reach across the world and we believe it will be a good target for diversified U.S. advertisers. We intend to access Petry’s extensive advertiser and agency relationships across the country to bring value to EuroNews. We are excited to have them on board as clients and look forward to a long and successful partnership.”

Olivier de Montchenu, EuroNews Sales Managing Director said: "EuroNews has a unique positioning among international news channels; the channel is the most watched in Europe especially for affluent and influential Europeans, and all over the world viewers are more and more interested to have access to “the European vision of the world”. EuroNews is already a major communication opportunity for all global brands, combined with Petry International’s in-depth market knowledge, the channel has great potential to expand its presence and to seek new advertising revenues in North America."

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About Petry Media: Petry Media Corporation provides corporate infrastructure and advisory services to its operating divisions, Blair Television, Petry Television, Petry International and Petry Direct Sales. Petry International represents a client base of international broadcast networks and multi-cultural U.S. based 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

About EuroNews: Launched in January 1993, EuroNews broadcasts simultaneously in 7 languages (English, French, German, Italian, Portuguese, Russian and Spanish) 24 hours a day. EuroNews covers world affairs from a European perspective providing live breaking news as it happens with constantly updated bulletins on the hour and half hourly containing in-depth coverage of the day's top news, sport, business and European affairs, together with a comprehensive weather forecast. EuroNews also brings a wide range of Current Affairs and Lifestyle features including cinema, science, fashion and web-news.