

# PETRY MEDIA



## PETRY INTERNATIONAL SIGNS REPRESENTATION AGREEMENT WITH EUROSPORT

### North American Advertising Sales for Europe's Number One Sports Channel

**New York, NY – April 10, 2007** – 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 Eurosport, Europe’s number one sports channel and multi-media platform which is available in 20 languages, reaching 110 million homes and 240 million viewers across 59 countries. Petry International is responsible for developing North American advertising sales for Eurosport, Eurosportnews, Eurosport 2 and Eurosport Asia, and will also represent Eurosport’s websites, on an integrated sales basis as part of a cross-media offer.

Dick Soule, President of Petry International said, “We are delighted to be representing Eurosport in North America. They have an engaged and passionate viewership across Europe that are an advertiser’s prized demographic. We are confident that Petry will be able to connect previously untapped global and American advertisers and companies with Eurosport’s audience through its television channels and increasingly through its websites.

“Petry Media is a leader in the advertising sales industry, and this agreement is a strategic partnership that will help us develop our presence and cross media offer with North American global advertisers” said Jacques Raynaud, Chairman of Eurosales, and Vice-Chairman of Eurosport.

Under the terms of the agreement, Petry Media will be the advertising representative for Eurosport in the United States and Canada. Eurosport offers its viewers access to all the major international sports competitions including the summer and winter Olympics, the UEFA Champions League, the cycling Tour de France, the WTA and ATP tours, 15 motorsports series such as MotoGP and Champ Car, the World Cup and World Championships in 11 wintersports and youth sports like skating and surfing. Eurosport is owned by the TF1 Group.

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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](http://www.petrymedia.com)

**About Eurosport:** The Eurosport Group is today the leading multimedia platform in Europe with Eurosport, Eurosport 2, eurosport.com, Eurosportnews and Eurosport Mobile. Eurosport, the leading European channel is available in 20 different languages and reaches 110 million homes and 240 million viewers across 59 countries. Eurosport 2, the new sports channel launched in 2005, is already transmitted to 22.3 million households in 9 languages across 40 different countries. Available in 7 languages, [www.eurosport.com](http://www.eurosport.com) is now clearly established as one of the leading pan European sports website with up to 20 million visits per month. Eurosportnews provides up-to-date worldwide sports news and is transmitted worldwide. Eurosport Mobile offers Live streaming as well as WAP & I-Mode services providing all the latest sports news and Live results.