



**PETRY MEDIA CORPORATION AND HUBBARD BROADCASTING
EXTEND 70-YEAR RELATIONSHIP WELL INTO THE FUTURE**

New Agreement Reaffirms Long-Term Partnership

New York, NY, September 5, 2007 – With a highly successful and reciprocal working relationship that already spans more than 70 years, Hubbard Broadcasting, a leading operator of U.S. television stations, today announced it is extending its long-standing representation agreement for all of its television stations with Petry Media Corporation. Today’s announcement was made jointly by Rob Hubbard, President and CEO, Hubbard Television Group and Val Napolitano, President and CEO of Petry Television.

“We stand solidly behind all that Petry Television is doing,” commented Rob Hubbard. “What better way to show our support for a relationship that goes back over 70 years than to extend our partnership well into the future,” Hubbard added.

“Petry is proud of our unique business partnership with Hubbard and considers it a privilege to work with a broadcasting company built upon such strong business ethics and a total commitment to the communities it serves,” stated Val Napolitano. “Innovation, integrity, and excellence are standards both companies hold in the highest regard. This is just one of the many reasons our strong relationship continues today, just as it did 70 years ago.”

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PETRY MEDIA

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About Hubbard Broadcasting, Inc.

Hubbard Broadcasting, Inc. (HBI) is a leading operator of television stations in Minnesota, New York, and New Mexico. Its portfolio of 13 stations includes ABC affiliates in Minnesota: KSTP-TV (St. Paul); KSAX-TV (Alexandria) and KRWF-TV (Redwood Falls), a KSAX satellite station; WDIO-TV (Duluth) and WIRT-TV (Hibbing), a WDIO-TV satellite station; KSTC-TV (an independent station located in St. Paul, Minnesota); New York NBC affiliates WHEC-TV (Rochester) and WNYT-TV (Albany); and, New Mexico NBC affiliates KOB-TV (Albuquerque), KOBF-TV (Farmington), KOBG-TV (Silver City) and KOBR (Roswell).

HBI was founded in 1923 by Stanley E. Hubbard, a broadcasting pioneer. Mr. Hubbard started one of the first radio stations in the U.S. and later launched KSTP-TV. For over 80 years, HBI has stayed on the industry cutting edge, pioneering innovations in radio, television and satellite broadcasting. Today, in addition to its television stations, HBI owns and operates Hubbard Radio Group (4 stations located in Minnesota and Wisconsin); Hubbard Media Group, which owns and operates

ReelzChannel (the new cable/satellite network all about movies) and F & F Productions (one of the premier high-definition remote production companies in the U.S.); and is a majority stakeholder in the arts and leisure channel Ovation.

About Petry Media Corporation

Petry Media Corporation 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.

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