

# Petry Media Corporation

**FOR IMMEDIATE RELEASE**

## **Petry Media Corporation Names John Heise To Executive Council**

New York, NY (July 27, 2007) – Earl Jones, Chairman and Chief Executive Officer of Petry Media Corporation, a leader in the nation’s \$8 billion spot television advertising market, today announced that John Heise has been named to the PMC Executive Council, effective immediately. Mr. Heise will act as an advisor to senior management.

Mr. Jones, commented, “I am so pleased that John has agreed to extend his expertise to Petry Media. Having worked at Petry Television for over twenty-five years, John embodies our commitment to integrity, excellence and innovative thinking. His judgment and knowledge of the television advertising landscape, and his deep relationships with many of the leaders in our industry will be invaluable in helping guide Petry Media to new heights in the years ahead.”

Mr. Heise said, “It is an honor to be asked to serve on Petry Media’s Executive Council. I am excited by Earl’s vision for the Company, and I know his team is committed to growing Petry Media into a dynamic and innovative multi-platform sales and media powerhouse. To be a part of this 76 year Company’s future is a privilege.”

Mr. Heise has had a distinguished career in the media sales business. He retired as President and CEO of Petry Television in 2001 having spent over twenty-five years at the Company. Mr. Heise joined Petry Television as an Account Executive in 1976 in the Chicago office and ascended through the ranks in both Petry’s Chicago and New York offices. He was named Executive Vice President Petry Television in 1993 and in 1997 was named President and CEO of Petry Television where he was responsible for national spot sales for all Petry Television’s stations. Prior to joining Petry, Mr. Heise served as a media buyer for Leo Burnett.

Mr. Heise is on the Board of the First Tee of Connecticut, a youth development program. He was President of both the Chicago and New York Station Representatives Associations and was a Board member of the Television Bureau of Advertising. He attended DePaw University in Greencastle, Indiana.

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For further information, please contact Lekha Rao, Petry Media Corporation at 212.230.5977

**About the Company:** 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](http://www.petrymedia.com)