

# Petry Media Corporation

## FOR IMMEDIATE RELEASE

### **PETRY MEDIA CORPORATION ANNOUNCES PROMOTION Julie Holmberg-Bowyer Promoted to Executive Vice President**

New York, NY (February 7, 2007) – Petry Media Corporation, a leader in the nation’s \$8 billion spot television advertising market, today announced that Julie Holmberg-Bowyer has been promoted to the position of Executive Vice President. Ms. Holmberg-Bowyer will be responsible for the Company’s planning, development and oversight of new business activities and the internal integration of these operations. Ms. Holmberg-Bowyer previously served as Senior Vice President, General Manager of the New York office of Blair Television, a division of Petry Media.

Earl Jones, Petry Media’s Chairman said “This is an extremely important time in Petry Media’s growth, and I am confident that Julie is the right person to focus on the vertical integration opportunities between our current divisions and those we are building. Her deep experience in our traditional spot television business ensures that we continue to build value for our clients as well as look for ways to generate additional revenue for them and us through appropriate new ventures including the Internet and non-traditional media initiatives.”

Ms. Holmberg-Bowyer started her career at Blair Television in 1983 as an Account Executive where she sold for Blair’s Los Angeles, Dallas and New York offices. Following a ten-year hiatus, during which time she worked at MMT as an Account Executive and Manager, Ms. Holmberg-Bowyer returned to Blair Television in 1995 as Group Sales Manager of Blair Television’s New York Knicks Team. In 1997 she was appointed Vice President, General Manager of Blair’s Chicago office. She was appointed Vice President, Director of Sales of Blair Television’s America White sales division in May of 1999. Ms. Holmberg-Bowyer was named Senior Vice President in 2000 and was appointed General Manager of Blair Television’s New York office in July 2001.

Ms. Holmberg-Bowyer received a Bachelor of Arts degree in Communication from the State University of New York at Buffalo.

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**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 client television stations. 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) or by contacting Lekha Rao at 212-230-5977 or [Lekha.rao@petrymedia.com](mailto:Lekha.rao@petrymedia.com)