



**Petry Media Corporation Names Lekha Rao  
Vice President, Corporate Communications**

New York, NY (July 19, 2007) – Petry Media Corporation, a leader in the nation’s \$8 billion spot television advertising market, today announced that Lekha Rao has been named Vice President, Corporate Communications. Ms. Rao was previously Director, Public Relations and Advertising. She will now be responsible for all corporate communications strategy and internal and external communications for the company’s four operating division, Blair Television, Petry Television, Petry International and Digerati iSales.

“Lekha’s growth comes alongside that of our Company. We’re pleased to have someone with her talent and experience representing Petry Media. I am confident that she will continue to do a terrific job communicating Petry Media’s successes as our Company evolves into a multi-platform media business,” said Earl Jones, Chairman and CEO of Petry Media Corporation.

Ms. Rao joined Petry Media in 2006. She has a wide array of experience in creating and managing corporate communications campaigns in the areas of both international and domestic business. She previously worked at public relations firm Hill & Knowlton, Inc. in New York, and then moved to Dewe Rogerson, an investor relations firm. In 1998, Ms. Rao joined international communications consultancy, Brunswick Group where she developed and implemented media and investor communications campaigns for public and private companies including issues relating to M&A transactions, IPOs, proxy fights, general corporate profile raising, and crisis situations.

Ms. Rao graduated from Wellesley College with a Bachelor of Arts degree in Political Science.

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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)