



FOR IMMEDIATE RELEASE

**PETRY HOLDING, INC. NAMES JULIE HOLMBERG BOWYER AS PRESIDENT OF
PETRY NETWORK, HIRES MARTY SHAPIRO AS SENIOR VICE PRESIDENT**

New York, NY – February 23, 2009 – Petry Holding, Inc. today announced that Julie Holmberg Bowyer was named President of Petry Network, previously known as Petry International. She was President and CEO of the Blair Television division which was recently blended with Petry Television. In her new role, Ms. Holmberg Bowyer will oversee the expansion of this group into new markets, and develop opportunities to leverage Petry’s traditional sales expertise.

The company also announced that Marty Shapiro has been hired as Senior Vice President of Petry Network. Mr. Shapiro will be responsible for advertising sales for Petry’s international network clients, in addition to being charged with adding new networks to Petry’s existing client base. Petry Network currently represents Rural Free Delivery (RFD-TV), EuroNews and China’s XF Media.

Mr. Shapiro joins Petry Network having worked for the last nine years as Vice President for North American advertising sales for CNN International. In this role, he oversaw a team in the United States responsible for advertising sales, marketing and research for all of CNN’s international networks, websites and digital properties. He was also the Chairman of IAA’s Global Marketing Summit from 2005 until 2008. Mr. Shapiro has also built a career in sports sponsorship sales highlighted by his ten years at Madison Square Garden. He also worked for the 1998 Goodwill Games and at Florida’s Sunshine Sports Network as Director of Advertising Sales.

Julie Holmberg Bowyer, President of Petry Network commented, “I am very excited to bring Marty on board to expand our international sales capabilities. His experience and enthusiasm are exactly the right fit for us as we look to grow our domestic cable and international network client base. This is an exciting time in Petry’s evolution as we look to grow our multiple media opportunities.”

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About Petry: Petry Media is an advertising representative company that provides a full range of advertising sales and support services including research, programming, creative services, and information services to its client television stations. Petry Holding, Inc. is

owned by funds managed by Patriarch Partners LLC, the New York based investment and asset management firm. Additional company information can be found at www.petrymedia.com