

PETRY MEDIA

FOR IMMEDIATE RELEASE

Petry Television Signs on Two Additional Entravision Stations in Laredo and McAllen, Texas

New York, NY, August 6, 2007 – Petry Television, a division of Petry Media Corporation, a leader in the nation’s \$8 billion spot television advertising market, today announced that it has agreed to take on the sales representation for two English-language television stations owned by Entravision Communications Corporation. The two new sign-on stations are CW affiliate, KSFE-LP serving the Matamoros/Harlingen-Weslaco-Brownsville-McAllen market, and Fox affiliate, KXOF-CA, serving the Laredo, Texas market. Petry Television already represents MyNetworkTV affiliate XDTV-TV, serving the San Diego market and Fox affiliate XRIO-TV, serving the Matamoros/Harlingen-Weslaco-Brownsville-McAllen market, stations for which Entravision provides programming and related services through agreements in combination with certain of Entravision’s Mexican affiliates and subsidiaries.

Val Napolitano, President of Petry Television commented, “We are looking forward to bringing Petry’s successful sales strategy to Entravision’s two new stations in the growing Southern Texas markets. This decision by Entravision reflects the quality of the work we have undertaken for them and is a sign of the value we believe we bring to the table.”

Mr. Philip Wilkinson, President and Chief Operating Officer of Entravision said, “We are confident of Petry’s ability to successfully execute national spot sales in the fast growing densely populated markets of Laredo and McAllen.”

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

About Perty Media Corporation: Perty Media Corporation provides corporate infrastructure and advisory services to its four operating divisions, Blair Television, Perty Television, Perty International and Digerati iSales. Blair Television and Perty 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. Perty 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

About Entravision Communications Corporation: Entravision Communications Corporation is a diversified Spanish-language media company utilizing a combination of television, radio and outdoor operations to reach Hispanic consumers across the United States, as well as the border markets of Mexico. Entravision is the largest affiliate group of both the top-ranked Univision television network and Univision's TeleFutura network, with television stations in 20 of the nation's top 50 Hispanic markets. The company also operates one of the nation's largest groups of primarily Spanish-language radio stations, consisting of 47 owned and operated radio stations. The company's outdoor operations consist of approximately 10,400 advertising faces concentrated primarily in Los Angeles and New York. Entravision shares of Class A Common Stock are traded on The New York Stock Exchange under the symbol: EVC.