



FOR IMMEDIATE RELEASE

**Petry Media Corporation Names Julie Holmberg-Bowyer
President of Blair Television**

New York, NY, July 31, 2007 – Petry Media Corporation, a leader in the nation’s \$8 billion spot television advertising market, today announced that Julie Holmberg-Bowyer has been named President of Blair Television, one of the Company’s primary operating divisions. Ms. Holmberg-Bowyer was previously Executive Vice President of Petry Media Corporation responsible for the planning, development and oversight of new business activities and the internal integration of these operations since January of this year.

Earl Jones, Chairman and CEO of Petry Media commented, “I am delighted to announce Julie as the new President of Blair Television. She is the ideal choice and fit for Blair Television at this time. Having been the General Manager of Blair’s New York office for six years, Julie has significant knowledge of operational issues, she knows the Company’s culture and clients, and her colleagues respect her. Also Julie’s recent experience starting and growing our Digerati iSales division puts her at the forefront of integrating new media opportunities for our clients. We believe this varied experience will be important for us as we look to grow Blair and Petry Media over the next few years.”

Ms. Holmberg-Bowyer said, “I am very honored to be selected as President of Blair Television! The quality of Blair’s broadcast clients is second to none and I look forward to working more closely with the leaders of these companies. I am also excited to be working with my Blair colleagues to deliver superior sales service and results for all our outstanding clients.”

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 Petry Media Corporation: 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