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RTN Signs National Rep Firm Petry

LITTLE ROCK, Ark. (February 15, 2008) Retro Television Network (RTN), which is owned and distributed by Equity Media Holdings Corporation (Nasdaq: EMDA), and Petry International, a division of Petry Media Corporation, today announced that the companies have entered into an agreement whereby Petry International will be the exclusive national representation firm for the network.

RTN currently has signed more than 60 affiliates in markets reaching over 30% of the U.S. population. The network features a "Primetime All the Time" lineup that includes hits such as *Mission: Impossible*, *Hawaii 5-0*, *Perry Mason* and *Streets of San Francisco*. Petry Media has offices in 31 locations in major advertising centers across the country and represents approximately 300 U.S. client television stations.

"We are proud to announce that Petry will be our national rep firm," said Larry Morton, President and CEO of RTN. "This is an exciting step for RTN as we prepare to ramp up our national sales effort to coincide with the growth of the network. We are rapidly expanding our national footprint and Petry will be the perfect complement to this accelerated growth."

Jeff Stevens, Managing Director of Petry International said, "We are very pleased to be working with RTN and its management team. The retro and nostalgia programming that RTN airs appeals to audiences across all demographics. That, combined with our relationships within the advertiser community, are a potent combination that we expect will be very successful. We look forward to a long and fruitful partnership."

RTN is the first completely-customizable, national television network to provide a 24/7 digital feed of hit shows to each of its affiliates. The network's unique design allows each affiliate to remain in complete control while RTN runs the local and national master control from its

central hub. RTN also offers customizable news and weather for each market, hosted by network-provided talent.

About Equity Media Holdings Corporation

Equity Media Holdings Corporation (Nasdaq: EMDA) is a growing broadcaster with multiple sources of revenue and value in its operations that include its Broadcast Station Group, Spectrum Holdings Division and Broadcast Services Division. It is the second largest affiliate group of the top ranked Univision and TeleFutura networks, two networks driven by the growth of the Hispanic population in the U.S. Equity Media's proprietary Centralized Automated Satellite Hub (C.A.S.H.) system and Retro Television Network provide centralized content distribution services, which Equity Media believes are unique within the media industry. For more information, please visit www.EMDAholdings.com.

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 Petry Direct Sales. Petry International represents a client base of international broadcast networks and multi-cultural U.S. based 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.

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