



## **BLAIR TELEVISION SIGNS REPRESENTATION AGREEMENT WITH DETROIT'S WADL-TV CHANNEL 38**

**New York, NY, October 17, 2007** – Blair Television, a division of Petry Media Corporation, a leader in the nation's \$8 billion spot television advertising market, today announced that it has signed a representation agreement with WADL-TV in Detroit, Michigan, the number 11 DMA. WADL is an independent television station and broadcasts on UHF channel 38, serving a primarily urban African-American demographic. The station is owned by Adell Broadcasting.

Started in 1986, WADL, Detroit's urban television station, is a full-power commercially licensed television station founded by Frank Adell. WADL airs local and national ministries, programming from local celebrities and political figures including the mayor of Detroit and classic sitcoms and other family programming. WADL is carried in over 2 million households in the metro Detroit area and also in Canada. WADL is available on all metro Detroit cable systems including Comcast (Detroit, channel 4), Bright House Networks (Livonia, channel 19) and Wide Open West (channel 22). WADL is a full Power, must carry station in the Detroit DMA.

Mr. Lewis Gibbs, President and General Manager of WADL commented, "WADL is an integral and vibrant part of Detroit's urban community. Our programming mix, along with our innovative community affairs focus taps into an under served demographic – the urban African-American consumer. With Blair Television now on board, we are confident that we have the right partner to help us grow and develop our business."

Blair President and CEO, Julie Holmberg Bowyer said, "We at Blair are delighted to be working with WADL and its management team. This station clearly serves a need in the Detroit community; a community that we believe is very attractive to advertisers across the board. Blair's deep relationships within the advertiser community should have us adding value to WADL in the very near term. We look forward to a long and successful partnership."

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

**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](http://www.petrymedia.com)