



**PETRY MEDIA HIRES WIL HAMMEN AS SENIOR ACCOUNT EXECUTIVE
FOR DIRECT RESPONSE ADVERTISING**

New York, NY – September 14, 2007 – Petry Media Corporation (“PMC”), a leader in the nation’s \$8 billion spot television advertising market, today announced that Wil Hammen has been hired as Senior Account Executive. Mr. Hammen will be working with David Reinbach in the Corporate Direct Response group, and will sell the television and Internet properties represented by Blair Television, Petry Television, Petry International and Digerati iSales.

Mr. Hammen has over seven years experience within the Direct Response sales community. He joins Petry Media from Worldlink Media where he was Online Account Executive. While there, he was responsible for creating the Online Department and introducing Direct Response agencies to Internet sales. Prior to that Mr. Hammen was an Account Executive at Katz Media in New York. Mr. Hammen started his sales career at Petry Media where he was an Account Executive in Direct Response Sales.

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About Petry Media: Petry Media Corporation, a leader in the nation’s \$8 billion spot television advertising market, 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