



HOAK MEDIA CORPORATION

FOR IMMEDIATE RELEASE

DALLAS, Texas, 7/14/2006 - Hoak Media Corporation

**Definitive Agreement Signed to Acquire Stations in North and South Dakota**

DALLAS, Texas - July 14, 2006 - Hoak Media Corporation today announced that it has signed a definitive agreement with North Dakota Television, LLC and South Dakota Television, LLC to acquire the assets of KFYZ-TV, the NBC affiliate serving the Bismarck, North Dakota market, KVLV-TV, the NBC affiliate serving the Fargo, North Dakota market and KSFY-TV, the ABC affiliate serving the Sioux Falls, South Dakota market. In addition, the Company will enter into agreement with Parker Broadcasting, Inc. to manage KXJB-TV, the CBS affiliate in Fargo, North Dakota.

Commenting on the acquisition, Hoak Media President and CEO Eric Van den Branden said, "This acquisition is consistent with our strategy of acquiring stations with quality local news programming, solid management teams and the highest commitment to serving their local communities." The transaction is subject to FCC approval and is anticipated to close before December 31, 2006.

Hoak Media Corporation was formed by Jim Hoak and Eric Van den Branden in 2003. Including this pending acquisition, the Company owns, operates, or programs nineteen television stations in seven markets in the states of Texas, Colorado, Nebraska, South Dakota and North Dakota. Hoak Media's television station group includes affiliates of CBS, NBC, FOX, ABC, CW and MyNetworkTV.

Contact: Eric D. Van den Branden  
President & CEO

Hoak Media Corporation  
972-960-4848