



HOAK MEDIA CORPORATION

FOR IMMEDIATE RELEASE

Hoak Media Corporation Names Adams as Executive Vice President and Chief Operating Officer

DALLAS, Texas (December 5, 2006) - Hoak Media Corporation today announced the appointment of Rich Adams to Executive Vice President and Chief Operating Officer. Mr. Adams will be responsible for overseeing all of the Company's television stations and will report directly to Hoak Media's President and Chief Executive Officer, Eric D. Van den Branden.

Since 2002, Mr. Adams has served as Senior Vice President for Gray Television acting as General Manager for KWTX-TV, the CBS affiliate in Waco, Texas, while overseeing the company's other stations in Texas and Colorado. Prior to joining KWTX, he served for over 20 years as General Manager of KXII-TV, the CBS affiliate in Sherman, Texas.

Commenting on the appointment, Hoak Media's President and Chief Executive Officer, Eric Van den Branden stated, "We are pleased to announce this important addition to our management team. Rich brings a wealth of knowledge about the television industry, which complements our existing management team. This expertise will allow us to achieve our stated goals of growth and efficiency in our broadcasting operations."

Mr. Van den Branden continued, "In his recent position, he has clearly demonstrated professional depth and breadth that make him an ideal candidate to oversee the operations of our television stations."

Rich Adams added "I am very excited about joining Hoak Media in this capacity and look forward to continuing the commitment that the company has had to serving the various communities in which it operates television stations."

Mr. Adams is a graduate of the University of South Dakota, with a Bachelor's degree in Political Science. He enlisted in the Army where he served with the 1st Armored Division and 1st Cavalry Division. He is married and has four children. Rich's national broadcast service includes a 19 year involvement with the TV Music License Committee. He has

served as President of the Oklahoma Association of Broadcasters and as a director of the Texas association for Broadcasters. He is currently serving on the CBS Affiliates Board.

About Hoak Media Corporation

Including pending acquisitions, Hoak Media Corporation currently owns, operates, programs or provides sales and other services to 19 television stations in 7 markets in the states of Texas, Colorado, Nebraska, South Dakota and North Dakota. Hoak Media's television station group includes affiliates of NBC, CBS, ABC, FOX, MyNetworkTV and CW.

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