



HOAK MEDIA CORPORATION

FOR IMMEDIATE RELEASE

Definitive Agreement Signed to Acquire WMBB-TV in Panama City, Florida and KALB/NALB-TV in Alexandria, Louisiana

DALLAS, TEXAS - March 14, 2008 - Hoak Media Corporation today announced that it has signed a definitive agreement to acquire the assets of Media General's ABC television station WMBB in Panama City, Fla., and its dual NBC/CBS station KALB/NALB in Alexandria, La. The transaction is subject to regulatory approvals and is expected to close in the second or third quarter of 2008. Financial terms were not disclosed.

Commenting on the acquisition, Hoak Media President and CEO Eric D. 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. These stations and their staffs enjoy legacy status in their respective communities of service. While our operational goals are manifold in number, we encourage our stations to expand their efforts toward greater localism the result of which usually means better service to our viewers and performance to our advertisers. We look forward to working with the employees of these great stations."

Marshall N. Morton, President and Chief Executive Officer of Media General, said, "We are pleased to move forward on the second sales agreement of our strategic plan to divest five stations and expect to sign agreements for the remaining stations in the coming weeks. These sales meet our value expectations and we will use the proceeds to reduce debt."

About Hoak Media Corporation

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 twenty four television stations in ten markets in the states of Texas, Colorado, Nebraska, South Dakota, North Dakota, Louisiana and Florida. Hoak Media's television station group includes affiliates of CBS, NBC, FOX, ABC, CW and MyNetworkTV.

About Media General

Media General is a multimedia company operating leading newspapers, television stations and online enterprises primarily in the Southeastern United States. The company's publishing assets include three metropolitan newspapers, The Tampa Tribune, Richmond Times-Dispatch, and Winston-Salem Journal; 22 daily community newspapers in Virginia, North Carolina, Florida, Alabama and South Carolina; and more than 150 weekly newspapers and other publications. The company's broadcasting assets include 23 network-affiliated television stations that reach more than 32 percent of the television households in the Southeast and nearly 9.5 percent of those in the United States. The company's interactive media assets include more than 75 online enterprises that are associated with its newspapers and television stations.

Contact Information:

Hoak Media Corporation

972-960-4848

Media General

Lou Anne J. Nabhan, Investors

804-649-6103

Ray Kozakewicz, Media

804-649-6748