



HOAK MEDIA CORPORATION

FOR IMMEDIATE RELEASE

**HOAK MEDIA CORPORATION COMPLETES ACQUISITION OF KALB-TV,
NALB-DT IN ALEXANDRIA, LOUISIANA AND WMBB-TV IN PANAMA CITY,
FLORIDA.**

DALLAS, Texas – July 16, 2008 - Hoak Media Corporation today announced that it has completed the purchase of KALB-TV and NALB-TV, the NBC and CBS affiliates serving the Alexandria, Louisiana market and WMBB, the ABC affiliate serving the Panama City, Florida market, from Media General, Inc.

Hoak Media Corporation was formed by Jim Hoak and Eric Van den Branden in 2003. 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 now Florida. Hoak Media's television station group includes affiliates of CBS, NBC, FOX, ABC, CW and MyNetworkTV.

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