



HOAK MEDIA CORPORATION

FOR IMMEDIATE RELEASE

May 13, 2010

HOAK MEDIA CORPORATION ANNOUNCES THE APPOINTMENT OF CHRIS SEHRING AS GENERAL MANAGER OF KVLV-TV, THE HOAK OWNED NBC AFFILIATE AND KXJB-TV, THE PARKER BROADCASTING INC. CBS AFFILIATE IN FARGO, NORTH DAKOTA.

DALLAS, Texas - May 13, 2010 - Hoak Media Corporation today announced the appointment of Chris Sehring as General Manager of KVLV-TV, the NBC affiliate in Fargo, North Dakota and KXJB-TV the CBS Affiliate in Fargo, North Dakota. Mr. Sehring officially assumed his new responsibilities today. He will report to Rich Adams, Chief Operating Officer of Hoak Media. Mr. Sehring's most recent responsibilities with Hoak Media involved the management of KSFY-TV, the ABC Affiliate in Sioux Falls, SD.

Chris brings 33 years of a remarkably varied range of broadcast experience to his new role including the national representation business, local, national and general sales management and general management of station operations as well. "When Chris joined our company in November of last year, we naturally had high expectations; it was a pleasant surprise to watch Chris exceed them in Sioux Falls," said Eric Van den Branden, President and Chief Executive Officer of Hoak Media Corporation. "Chris is a great leader and I am confident of his abilities to take our Fargo stations to new levels of accomplishment," said Van den Branden.

Hoak Media Corporation was formed by Jim Hoak and Eric Van den Branden in 2003. The Company owns, operates, or programs twenty-three television stations in nine markets in the states of 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.

Contact: Eric D. Van den Branden
President & CEO
Hoak Media Corporation
972-960-4848