



HOAK MEDIA CORPORATION

FOR IMMEDIATE RELEASE

DALLAS, Texas, 8/29/2005 - Hoak Media Corporation

Definitive Agreement Signed to Acquire KHAS-TV, KNOP-TV and KIIT

DALLAS, Texas - August 29, 2005 - Hoak Media Corporation today announced that it has signed a definitive agreement with Greater Nebraska Television, Inc. to acquire the assets of KHAS-TV, the NBC affiliate serving the Hastings, Nebraska market, and KNOP-TV and KIIT, the NBC and FOX affiliates serving the North Platte, Nebraska market.

Commenting on the acquisition, Hoak Media President Eric Van den Branden said, "This acquisition complements our strategy of acquiring stations with quality local news programming and the highest commitment to serving their local communities. We are excited about working with the existing management team in each of these stations to continue and enhance their commitment to local news and their local communities."

The transaction is subject to FCC approval and is anticipated to close before December 31, 2005.

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 nine television stations in four markets in the states of Texas, Colorado and Nebraska. Hoak Media's television station group includes affiliates of CBS, NBC, FOX and UPN.

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