



HOAK MEDIA CORPORATION

FOR IMMEDIATE RELEASE

Definitive Agreement Signed to Acquire KNOE-TV in Monroe, Louisiana

DALLAS, Texas - June 12, 2007 - Hoak Media Corporation today announced that it has signed a definitive agreement to acquire NOE Corp LLC, the parent company of KNOE-TV, the CBS and CW affiliates serving the Monroe, Louisiana - El Dorado, Arkansas market.

Commenting on the acquisition, Hoak Media President and CEO Eric 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. This transaction allows our Company to acquire a station that is not only top ranked in the market in terms of audience and billings, but also one of the strongest CBS affiliates in the country." Van den Branden went on to say, "The legacy of outstanding public service that has been the hallmark of the Noe family and KNOE-TV will be sustained by Hoak Media. The Noe Family and the station's outstanding employee body have truly exceeded public interest standards which all broadcasters attempt to achieve, and we certainly look forward to continuing their long standing tradition of excellence in service to the communities the station serves." The transaction is subject to FCC approval and is anticipated to close before December 31, 2007. David Tolliver, Managing Director of RBC Daniels, L.P., exclusively represented Noe Corp.

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

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