



HOAK MEDIA CORPORATION

FOR IMMEDIATE RELEASE

**HOAK MEDIA CORPORATION COMPLETES ACQUISITION OF KNOE-TV IN  
MONROE, LOUISIANA**

DALLAS, Texas - October 4, 2007 - Hoak Media Corporation today announced that it has completed the purchase of KNOE-TV, the CBS affiliate serving the Monroe, Louisiana- El Dorado, Arkansas market.

Hoak Media Corporation was formed by Jim Hoak and Eric Van den Branden in 2003. 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 now Louisiana. 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