



HOAK MEDIA CORPORATION

FOR IMMEDIATE RELEASE

June 1, 2010

**HOAK MEDIA CORPORATION ANNOUNCES THE APPOINTMENT OF JAMES R. BERMAN AS GENERAL MANAGER OF KSFY-TV, THE ABC AFFILIATE IN SIOUX FALLS, SOUTH DAKOTA AND STATIONS KABY-TV ABERDEEN AND KPRY-TV, PIERRE, SOUTH DAKOTA**

DALLAS, Texas - June 1, 2010 - Hoak Media Corporation today announced the appointment of Jim Berman as General Manager of KSFY-TV, the ABC affiliate in Sioux Falls, South Dakota and satellite stations KABY-TV Aberdeen, SD and KPRY-TV Pierre, SD. Mr. Berman will officially assume his new responsibilities today, Tuesday, June 1, 2010, and will report to Rich Adams, Chief Operating Officer of Hoak Media.

Jim brings 28 years of a remarkably varied range of broadcast experience to his new role the bulk of which involves general management responsibilities. "We are indeed delighted to have found an experienced and very successful broadcaster in Jim Berman to head up our Sioux Falls ABC Affiliate," said Eric Van den Branden, President and Chief Executive Officer of Hoak Media Corporation. "Jim brings a level of competitive fervor and broadcast knowledge that we find impressive and know will translate to viewer appreciation and advertiser satisfaction," said Van den Branden. "Jim is the perfect fit for Sioux Falls," he said.

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.

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