



HOAK MEDIA CORPORATION

FOR IMMEDIATE RELEASE:

August 30, 2011

HOAK MEDIA CORPORATION ANNOUNCES THE APPOINTMENT OF ED ORTELLI AS PRESIDENT & GENERAL MANAGER OF KNOE-TV, CBS AFFILIATE, KAQY-TV, ABC AFFILIATE AND NNOE-TV, CW AFFILIATE IN MONROE, LOUISIANA-EL DORADO, ARKANSAS.

DALLAS, Texas - August 30, 2011 - Hoak Media Corporation today announced the appointment of Ed Ortelli as President & General Manager of KNOE, the CBS Affiliate and Hoak Media owned station in Monroe, Louisiana and KAQY, the ABC Affiliate and Parker Broadcasting owned station in Monroe, Louisiana. Mr. Ortelli will officially assume his new responsibilities Monday, September 19 and will report to Rich Adams, Chief Operating Officer of Hoak Media.

Ed is a broadcast veteran whose 28 years in television sales and general management roles provides a level of television industry experience that is exceptional. "We are delighted Ed Ortelli is returning to Louisiana with his family to take the helm of our CBS and ABC Affiliates in Monroe," said Eric Van den Branden, CEO of Hoak Media Corporation. "I know our employees look forward to Ed's leadership and vision, and we are confident that his broad skills will help grow this legacy television operation for the benefit of our advertisers and our viewers alike," 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.

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