



HOAK MEDIA CORPORATION

FOR IMMEDIATE RELEASE

March 9, 2011

HOAK MEDIA CORPORATION ANNOUNCES THE APPOINTMENT OF JIM WAREHAM AS PRESIDENT & GENERAL MANAGER OF KVLV-TV, THE HOAK OWNED NBC AFFILIATE AND KXJB-TV, THE PARKER BROADCASTING INC. CBS AFFILIATE IN FARGO, NORTH DAKOTA.

DALLAS, Texas - March 9, 2011 - Hoak Media Corporation today announced the appointment of Jim Wareham as President and General Manager of KVLV-TV, the NBC affiliate in Fargo, North Dakota and KXJB-TV the CBS Affiliate in Fargo, North Dakota. Mr. Wareham officially assumed his new responsibilities today. He will report to Rich Adams, Chief Operating Officer of Hoak Media. Mr. Wareham has spent the previous four years managing the Fisher Communications owned stations in Idaho Falls-Pocatello, Idaho.

Jim has served in numerous Sales and General Management positions at television stations including markets in Lansing, Michigan, Erie, Pennsylvania and Columbus, Georgia. "Jim's impressive body of successful leadership roles at television stations of note was particularly evident to us as we sought the right leader for our Fargo operations," said Rich Adams COO of Hoak Media Corporation. "Jim brings a passion for excellence in television broadcasting and a genuine, heartfelt commitment to meet the needs of our customers - our viewers - and our advertisers as well," said Adams. "It is clear to us that Jim will chart a course that will lead our stations to great achievements as we navigate the ever-changing broadcast opportunities that lie ahead," said Adams.

Hoak Media Corporation was formed by Jim Hoak and Eric Van den Branden in 2003. The Company owns, operates, or programs twenty-six 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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