



RTN to Launch Two Louisiana Affiliates

LITTLE ROCK, Ark., Feb 1, 2008 (PrimeNewswire via COMTEX News Network) -- Retro Television Network (RTN), which is owned and distributed by Equity Media Holdings Corporation (Nasdaq:EMDA), announced today that it will partner with White Knight Broadcasting to bring RTN programming to Shreveport (KSHV-DT) and Baton Rouge (KZUP-CA). The network will launch late this year in both markets.

"We are excited to be the new RTN affiliate in both Baton Rouge and Shreveport," said Sheldon Galloway, Vice President of White Knight Broadcasting, Inc. "We believe RTN will add value to our use of our spectrum and provide countless hours of entertainment for our viewers."

"Retro Television Network is helping broadcasters in each market reach their goals of delivering quality programming on their digital channel," said Mark Dvornik, Executive Vice President of RTN. "Adding Baton Rouge and Shreveport affiliates extends the 'Prime Time All the Time' lineup reach to viewers throughout Louisiana."

RTN is the first completely-customizable, national television network to provide a 24/7 digital feed of hit shows to each of its affiliates. The network's unique design allows each affiliate to remain in complete control while RTN runs the local and national master control from its central hub. RTN also offers customizable news and weather for each market, hosted by network-provided talent.

Under the terms of the agreement, RTN programming will also air an additional four to seven hours a day on Shreveport's My Network affiliate, KSHV.

About Equity Media Holdings Corporation

Equity Media Holdings Corporation (Nasdaq:EMDA) is a growing broadcaster with multiple sources of revenue and value in its operations that include its Broadcast Station Group, Spectrum Holdings Division and Broadcast Services Division. Equity Media is one of the largest owners and operators of television stations in the United States, currently owning stations in 41 markets that cover more than 32% of the U.S. population. It is the second largest affiliate group of the top ranked Univision and TeleFutura networks, two networks driven by the growth of the Hispanic population in the U.S. Equity Media's proprietary Centralized Automated Satellite Hub (C.A.S.H.) system and Retro Television Network provide centralized content distribution services, which Equity Media believes are unique within the media industry. For more information, please visit www.EMDAholdings.com.

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