



Retro Television Network to Launch in San Francisco

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Retro Television Network (RTN), which is nationally owned and distributed by Equity Media Holdings Corporation (Nasdaq: EMDA), announced today that it has entered into an agreement with Young Broadcasting to launch an RTN affiliate in San Francisco. The new affiliate will launch Oct. 1 on the digital stream of KRON, Young Broadcasting's flagship station that reaches more than 2 million households in one of the nation's top-5 markets.

RTN is a new television network that provides each affiliate a customized feed with classic hit shows, including Hawaii 5-0, Matlock, Mission: Impossible and Streets of San Francisco, in addition to local programming. RTN is specifically designed to go on a broadcast digital channel and provides local broadcasters with a way to get ratings and successfully monetize their digital spectrum.

"Our new agreement with Retro Television Network (RTN) will allow KRON4 to provide the San Francisco market with a new viewing option that will be a complimentary blend of the station's local programming and news with RTN's Prime Time all the Time classic hit show format," said Deb McDermott, President of Young Broadcasting. She added, "Thanks to RTN's unique turn key operation KRON4 expands its market presence with a new advertising-supported digital network brand, which fits perfectly with Young Broadcasting's strategic goal of developing new revenue streams."

"Young Broadcasting operates stations who have established brand and identity," said Mark Dvornik, Executive Vice President of RTN. "KRON-TV has been broadcasting to Bay area viewers for over 50 years and has established a powerful identity in the marketplace. RTN is proud to have such a strong partner in San Francisco."

"KRON-TV and RTN are set to bring Bay area viewers a new network on our digital channel featuring classic shows from the 60s, 70s, 80s and 90s," said Mark Antonitis, President and General Manager of KRON. "We believe that Bay Area viewers will love seeing these hit shows, in addition to the local programming and news that will complement the network."

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 Telefutera 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.

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