

FOR IMMEDIATE RELEASE:

**ASIANMEDIA GROUP LLC APPOINTS
PETER MATHES AS CHAIRMAN**

April 13th, 2004-AsianMedia Group LLC, the leading broadcaster of Asian language television, has appointed television executive Peter Mathes as its Chairman of the Board. In such capacity, Mathes will be responsible for the company's overall operations, with a focus on growing the business both internally and through strategic acquisitions.

Mathes has over twenty years experience building and acquiring television stations, having served most recently as executive vice president of the Chris Craft/United Television Group before it was sold to News Corp. In that position, he was responsible for the group's ten major market stations (including New York, Los Angeles, and San Francisco) as well as the company's owned and operated national rep firm.

"Peter has demonstrated an outstanding ability to grow the results of independent television stations, and he will be a highly valued asset to AsianMedia as it continues to expand its position as the preeminent provider of Asian language television in the United States," said Peter Nolan, a member of AsianMedia's board of directors and partner of Leonard Green & Partners, L.P., AsianMedia's majority owner.

Mathes said, "I am thrilled to be working with a television group that has the resources and vision to grow and brand a specific marketplace. The Asian audience has been underserved and we have a tremendous opportunity to build a diversified media company."

AsianMedia Group LLC, the leading broadcaster of Asian language television in the United States, owns and operates KSCI channel 18 in Los Angeles, and KIKU channel 20 in Honolulu. AsianMedia pioneered the concept of multi-lingual programming on U.S. television, and KSCI was the first television station in the country to provide diversified international programming to this rapidly growing population.

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