

HEARTLAND MEDIA AND MSOUTH EQUITY PARTNERS ENTER INTO AN AGREEMENT TO PURCHASE FIVE STATIONS FROM NEXSTAR BROADCASTING GROUP AND MEDIA GENERAL FOR \$115,000,000

Heartland Media, LLC (“Heartland”) and MSouth Equity Partners (“MSouth”) announced today that they have entered into an agreement to purchase five stations from Nexstar Broadcasting Group, Inc. (“Nexstar”) and Media General, Inc. (“Media General”) for \$115,000,000 in cash following the acquisition of Media General by Nexstar. Heartland and MSouth formed a new company, USA Television MidAmerica Holdings, LLC (“USA MidAmerica”) for the purpose of purchasing the following stations:

	City of License	DMA Rank	Station	Affiliation	Owner
1	Ft. Wayne, IN	111	WFFT-TV	Fox	Nexstar
2	Rochester, MN	153	KIMT	CBS	Media General
3	Terre Haute, IN	155	WTHI-TV	CBS	Media General
4	Lafayette, IN	187	WLFI-TV	CBS	Media General
5	Saint Joseph, MO	201	KQTV	ABC	Nexstar

Bob Prather, President and CEO of Heartland, said, “We are excited at the opportunity to add these excellent stations to the group of stations already being managed under the Heartland umbrella. Both the stations and the communities they serve fit the markets we enjoy working in. With the experience and team of employees each station brings, we expect to build on the strong bases that have been established by Nexstar and Media General.” Prather went on to say, “My plan is to follow the same formula I began back when my partner and I bought control of Gray Television in 1993. That is, build a television group by acquiring Number 1 rated stations, Big Four affiliates with strong local news operations targeting university towns and state capitols that are deeply ingrained in the fabric of their communities.”

The purchase of WFFT-TV, KIMT, WTHI-TV, WLFI-TV and KQTV by USA MidAmerica is subject to FCC approval, other regulatory approvals, the closing of the Nexstar/ Media General transaction and other customary closing conditions and is expected to be completed on, or about the time of, the closing of the Nexstar/Media General transaction, which is expected later this year. The five new stations will result in a total of ten stations owned and operated by Heartland and MSouth through various entities.

Contact:

Robert S. Prather, Jr., President and CEO
Heartland Media, LLC
Office: 470-355-1944
Cell: 404-583-9200
Email: bob@heartlandtv.com