

EXERCISE NOTICE

July 12, 2013

Fisher Broadcasting – S.E. Idaho TV, L.L.C.
140 Fourth Avenue North, Suite 500
Seattle, WA 98109
Attn: Chief Financial Officer

Re: Exercise of Call Option

Dear Mr. Natha,

VistaWest Media, LLC (“VistaWest”), as the assignee of NPG of Idaho, Inc., hereby exercises the Call Option set forth in the Option Agreement dated December 7, 2010 (the “Option Agreement”) between VistaWest and Fisher Broadcasting – S.E. Idaho TV, LLC (“Fisher”) pursuant to which VistaWest has the right to purchase, on the terms and conditions set forth in the Option Agreement, the Optioned Assets (as defined in Section 3 of the Option Agreement).

Attached as Exhibit A to this Exercise Notice is an example (based on 10 months of actual revenues and expenses and two months of forecasted revenues and expenses) of the methodology for calculating the Purchase Price that has been shared with and approved by representatives of Fisher. Although the actual revenues and expenses will not be identical to the forecasts in this example and the closing may be delayed beyond September 1, 2013, this example illustrates the agreed upon methodology for calculating the Purchase Price.

We have confirmed with representatives of Fisher that the FCC licenses with respect to low power television station KXPI-LP, which are specifically included in the definition of Optioned Assets but currently held in the name of Fisher Broadcasting Company, will be transferred to VistaWest as a part of the Optioned Assets.


Please note that Section 25(b) of the Option Agreement requires the parties as soon as reasonably practical, but in no event later than five (5) business days after the delivery of this Exercise Notice, to file an application with the FCC requesting the FCC’s written consent to the assignment of the FCC licenses to VistaWest.

Fisher Broadcasting – S.E. Idaho TV, L.L.C.
July 12, 2013
Page 2

If you have any questions, please contact me.

Very truly yours,

VistaWest Media, LLC

By: 
Lyle E. Leimkuhler, Manager

cc: Fisher Communications, Inc.
140 Fourth Avenue North, Suite 500
Seattle, WA 98109
Attn: Christopher J. Bellavia

~~Covington & Burling LLP~~
~~1201 Pennsylvania Avenue, N.W.~~
~~Washington, DC 20004-2401~~
Attn: Eric Dodson Greenberg, Esq.

Paul Hastings
75 East 55th Street
New York, NY 10022

Option Agreement dated December 7, 2010 between
VistaWest Media, LLC, assignee of NPG of Idaho, Inc., and Fisher Broadcasting – S.E. Idaho TV, LLC

Example of Calculation of Purchase Price

REDACTED

Total Purchase Price

\$ 5,924,907

REDACTED