

Exhibit 7(C)

HITV Exercise Price



american spirit media llc

November 18, 2013

Hagen Saville
HITV Operating Co., Inc.
c/o MCG Capital Corporation
1001 19th Street North, 10th Floor
Arlington, VA 22209

Re: HITV Exercise Price

Dear Hagen:

This letter will serve to confirm our various email exchanges regarding the Exercise Price pursuant to the Amended and Restated Purchase Option Agreement between HITV Operating Co., Inc. and American Spirit Media, LLC, dated as of November 1, 2010 (the "Option Agreement"). Capitalized words or phrases used herein without definition have the meanings ascribed to them in the Option Agreement.

Notwithstanding anything in the Option Agreement to the contrary, I have confirmed that the maker of the Term Loan Note dated October 26, 2009 in the original principal amount of \$22,000,000 (the "Note") will continue to make the interest and principal payments due on the Note between now and Closing Date. Interest payment will not reduce the \$11,914,084 Exercise Price. Principal payments will reduce the Exercise Price on a dollar-for-dollar basis.

If you are in agreement with the above, please so indicate in the space provided below.

Sincerely,

Thomas B. Henson
President and CEO

Accepted and Agreed:

HITV Operating Co., Inc.

By: 
Its: Vice President