

**ASSET PURCHASE AGREEMENT
ASSIGNMENT AGREEMENT**

This Assignment Agreement is made as of January 1, 2011 by and between **ELY RADIO, LLC**, (the "Assignor"), and **NORTHERN NEVADA MEDIA, INC.** ("Assignee").

WITNESSETH:

WHEREAS, Assignor is a party to that certain Asset Purchase Agreement with respect to radio station KTSN (AM), Elko, NV (Fac Id. 77542) (the "Station") dated July 2010 as the "BUYER" party (the "Purchase Agreement");

WHEREAS, capitalized terms not otherwise defined herein shall have the respective meanings ascribed to them in the Agreement; and

WHEREAS, Assignor desire to assign, transfer and convey the Purchase Agreement to Assignee, and Assignee desires to accept the transfer of the Purchase Agreement; and

WHEREAS, Assignor and Assignee agree that all references to Ruby Radio Corporation in the Purchase Agreement shall apply to proposed Assignee, Northern Nevada Media, Inc.; and

WHEREAS, pursuant to Section 16.4 of the Purchase Agreement, Seller, Humboldt Broadcasting, LLC, approves of the assignment of Buyer's rights and duties under the Agreement to Northern Nevada Media, Inc.;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, and pursuant to the terms of the Agreement, the parties hereto agree as follows:

Section 1. Assignor hereby assign to Assignee all of its right, title, benefits and interest in and to the Purchase Agreement.

Section 2. Assignee hereby accepts assignment of the Purchase Agreement and all of the rights, privileges, duties and obligations of the BUYER thereunder.

Section 3. Seller, Humboldt Broadcasting, LLC hereby agrees the assignment and substitution of Northern Nevada Media, Inc. as Buyer under the Purchase Agreement.

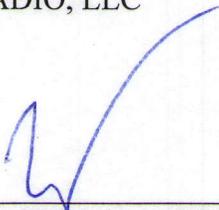
Wherefore, the parties have executed this Asset Purchase Agreement Assignment Agreement as of the day and year first written above.

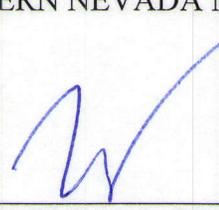
ASSIGNOR:

ASSIGNEE:

ELY RADIO, LLC

NORTHERN NEVADA MEDIA, INC.


By: _____
Fred Weinberg, Managing Member


By: _____
Fred Weinberg, COO

**APPROVED:
SELLER:**

Humboldt Broadcasting, LLC

By: _____
Ralph J. Carlson,
Manager

**ASSET PURCHASE AGREEMENT
ASSIGNMENT AGREEMENT**

This Assignment Agreement is made as of January 1, 2011 by and between **ELY RADIO, LLC**, (the "Assignor"), and **NORTHERN NEVADA MEDIA, INC.** ("Assignee").

WITNESSETH:

WHEREAS, Assignor is a party to that certain Asset Purchase Agreement with respect to radio station KTSN (AM), Elko, NV (Fac Id. 77542) (the "Station") dated July 2010 as the "BUYER" party (the "Purchase Agreement");

WHEREAS, capitalized terms not otherwise defined herein shall have the respective meanings ascribed to them in the Agreement; and

WHEREAS, Assignor desire to assign, transfer and convey the Purchase Agreement to Assignee, and Assignee desires to accept the transfer of the Purchase Agreement; and

WHEREAS, Assignor and Assignee agree that all references to Ruby Radio Corporation in the Purchase Agreement shall apply to proposed Assignee, Northern Nevada Media, Inc.; and

WHEREAS, pursuant to Section 16.4 of the Purchase Agreement, Seller, Humboldt Broadcasting, LLC, approves of the assignment of Buyer's rights and duties under the Agreement to Northern Nevada Media, Inc.;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, and pursuant to the terms of the Agreement, the parties hereto agree as follows:

Section 1. Assignor hereby assign to Assignee all of its right, title, benefits and interest in and to the Purchase Agreement.

Section 2. Assignee hereby accepts assignment of the Purchase Agreement and all of the rights, privileges, duties and obligations of the BUYER thereunder.

**ASSET PURCHASE AGREEMENT
ASSIGNMENT AGREEMENT**

Page 2

Section 3. Seller, Humboldt Broadcasting, LLC hereby agrees the assignment and substitution of Northern Nevada Media, Inc. as Buyer under the Purchase Agreement.

Wherefore, the parties have executed this Asset Purchase Agreement Assignment Agreement as of the day and year first written above.

ASSIGNOR:

ASSIGNEE:

ELY RADIO, LLC

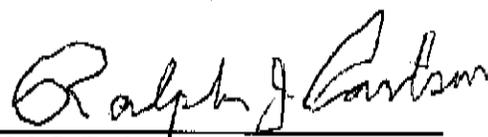
NORTHERN NEVADA MEDIA, INC.

By: Fred Weinberg, Managing Member

By: Fred Weinberg, COO

**APPROVED:
SELLER:**

Humboldt Broadcasting, LLC

By: 
Ralph J. Carlson,
Manager

2/17/11