

ACME Communications Announces Corporate Restructure

SANTA ANA, Calif., July 18, 2012 -- ACME Communications, Inc. (Pink Sheets:ACME) today announced a restructure of its corporate staff.

Doug Gealy, a co-founder of the Company who has served as the Company's President and Chief Executive Officer, has now transitioned into an executive advisory role for the Company that he helped to start 16 years ago. Mr. Gealy will remain acting Chief Executive Officer as he oversees the sale of ACME's remaining assets. Stan Gill, who has served as the Company's Chief Operating Officer and Vice President and General Manager of the Company's KWBQ / KASY duopoly in the Albuquerque-Santa Fe marketplace, has become the Company's President and Chief Operating Officer while still retaining his oversight of KWBQ and KASY-TV and The Daily Buzz. Mr. Gealy began his new role effective July 1, 2012 and Mr. Gill's promotion to President of ACME was effective on the same day.

Commenting on ACME's management changes, Mr. Gealy said, "As I take on this consulting role with ACME, it is with great pride that I promote Stan Gill to Company President. During his 12 year career with ACME, Stan helped grow this Company by managing some of our most successful television stations and co-leading the creation, launch and initial syndication of The Daily Buzz. Additionally, he has taken on simultaneous responsibilities and successfully executed many of the Company's toughest initiatives. Stan is well deserving of this promotion. I am confident Stan will excel in his new role as he continues to build shareholder value for the Company's remaining assets and helps to oversee ACME's exit." Mr. Gealy and Mr. Gill's association began when they worked together during the 1990's at Outlet Communication's NBC affiliate, WCMH-TV in Columbus, Ohio. Mr. Gealy was Vice President and General Manager and Mr. Gill was a Sales Manager when Mr. Gealy started up one of the country's first LMA's between WCMH-TV and WWHO-TV.

About ACME Communications, Inc.

ACME Communications, Inc. owns and operates 2 television stations serving markets covering .61% of the nation's television households. The Company's stations are: KWBQ-TV (The CW Network affiliate) and KASY-TV (MyNetworkTV affiliate), Albuquerque-Santa Fe, NM. The Company also produces The Daily Buzz, a nationally syndicated morning news and lifestyle program which airs 170 television stations across the country. The Company's shares are traded over-the-counter under the symbol: ACME.PK.

Forward-Looking Statements:

The matters discussed in this press release include forward-looking statements. In addition, when used in this press release, the words "will", "expects" and similar expressions are intended to identify forward-looking statements. Such statements are subject to a number of risks and uncertainties. Many factors could cause actual results in the future to differ materially and adversely from those described in the forward-looking statements. The Company undertakes no obligation to publicly release the result of any revisions to these forward-looking statements that may be made to reflect any future events or circumstances.

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