

GLR Media Networks Teams with talkSPORT for Exclusive U.S. Hispanic EPL Radio Distribution and National Ad Sales

EPL Launches on GLR-Affiliated Top-Market Hispanic Radio Stations, Including in Los Angeles, Miami, Dallas, Orlando, and More

New York, NY – August 21, 2017 – GLR Media Networks and international sports radio brand talkSPORT announce that they have launched an exclusive partnership for broadcast radio distribution and ad sales representation of the hugely popular **English Premier League (EPL)** in Spanish. As a result of the deal, which launched the 2017/18 EPL season with **Manchester United** hosting **West Ham**, followed by **Tottenham vs. Chelsea** this past weekend, the EPL is now available for the first time at scale to U.S. Hispanic radio stations, their listeners and advertisers.

Each week, GLR Media Networks will deliver two to three EPL games and special programs, hosted by talkSPORT's expert announcers and reporters, featuring unmissable live play by play, exclusive interviews, unique previews, game highlights, and social media extensions.

Hispanic radio stations in top markets such as **Los Angeles, Miami, Dallas, Houston, San Antonio, San Francisco, Washington DC, Kansas City, Orlando, Atlanta, Las Vegas, El Paso, Raleigh, and Salt Lake City** have already signed on.

UK-based talkSPORT operates the world's biggest sports radio station and is also global audio partner of the Premier League, providing coverage of the world's most popular football league to a global audience.

"We've had a great response from radio stations that want to drive listener engagement with riveting live EPL action, world class players and dedicated programs," said **Jimmy Perez**, Vice President of Affiliate Relations for GLR Media Networks. "EPL is a five-star soccer league and we are excited to bring affiliates and advertisers the opportunity to connect with passionate EPL fans."

"The team at GLR Media Networks is exactly what we wanted in a U.S. radio partner," noted **Jimmy Buckland**, Director of International at talkSPORT. "They have deep relationships with advertisers and agencies, a keen understanding of the diverse U.S. Hispanic marketplace and unparalleled insights into Hispanic broadcasting. We're really excited to be working with GLR to bring the excitement and passion of the English Premier League to U.S. fans."

EPL games feature the most popular teams in soccer, such as 2016/17 EPL champions **Chelsea, Manchester United, Tottenham Hotspur, Arsenal,**

Liverpool, Manchester City and more. In addition, the EPL has a rich history of presenting the most dynamic players, including **Alexis Sanchez, Romelu Lukaku, Javier “Chicharito” Hernandez, Paul Pogba, Olivier Giroud, Erik Lamela, Cesc Fabregas, Harry Kane, Morata, Firmino, Ozil, De Gea, Sergio Aguero and Gabriel Jesus**, to name a few.

The EPL is also characterized by exciting tactical clashes between the clubs’ star name coaches, who include **Conte (Chelsea), Mourinho (Manchester United), Guardiola (Manchester City), Klopp (Liverpool), Pochettino (Tottenham), Wenger (Arsenal), Frank de Boer (Crystal Palace) and Rafa Benítez (Newcastle)**.

GLR Media Networks’ affiliate partners will synchronize the EPL radio content with local programming and deliver it to passionate listeners via streaming and app-based services as well as on broadcast radio.

Stations interested in learning more about EPL radio may contact **Jimmy Perez** at 786-282-8472 or jperez@glrnetworks.com. Sales inquiries can be made to **Kevin Garrity** at **Gen Media Partners**, 212-400-7430 or kevin.garrity@genmediapartners.com.

About GLR Media Networks: www.glrnetworks.com

GLR Media Networks supplies more than 100 Hispanic radio stations in the leading US radio markets with world class news services, compelling sports, entertainment, and community programming as well as a variety of musical formats such as Regional Mexican and Spanish CHR.

About talkSPORT: www.talksport.com

talkSPORT operates the world’s biggest sports radio station in its domestic market, the United Kingdom and has been global audio partner of the English Premier League since 2012, controlling an exclusive package of international audio rights that allows the station to broadcast official live commentary of all 380 matches in any language to listeners around the world.

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