

GENESIS MEDIA HOLDINGS

KEVIN GARRITY NAMED PRESIDENT & CEO OF MCGAVREN GUILD

NEW YORK, Oct. 21, 2013—McGavren Guild, an independent media representation firm, announced today that Kevin Garrity has been appointed president and chief executive officer. He replaces Lisa Sirotko-Sonnenklar, whose employment was terminated by the board.

The announcement was made by Shaun Newman, chairman of Genesis Media Holdings, owners of McGavren Guild.

“This move was made in order to better serve clients, drive innovations and new initiatives while focusing on improving client revenues,” Newman said. “The change forms part of Genesis Media Holdings’ growth plan.”

On the Garrity appointment, Newman said, “Kevin has a long track record in generating revenues for client stations and we believe he is the ideal person to lead McGavren Guild to its next level of growth. His familiarity with the firm and vast network of contacts will make this a seamless transition and enable McGavren Guild to continue to grow without skipping a beat.”

Garrity said, “I look forward to growing McGavren Guild by working closely with agencies and our client stations to develop marketing solutions that benefit advertisers and enhance revenue for our clients. McGavren Guild has a great history, a terrific team and an unlimited future.”

Approximately one year ago, McGavren Guild and its shareholders conducted a strategic review and laid out a growth plan, Newman said. Since that time a number of organizational changes have been implemented at McGavren Guild in line with the strategic plan. The plan called for the restructuring of personnel who were not aligned with the company growth strategy and for the streamlining of operations to better serve clients and stakeholders.

As part of the investors' commitment to their assets, Genesis Media Holdings was formed to align several media assets and explore new avenues of revenue generation and cross-selling opportunities.

In June, Local Focus was acquired, adding immense value to the group, Newman said. In addition to McGavren Guild and Local Focus, Genesis Media Holdings' portfolio includes Media Services and Solutions and a stake in McGavren Guild Malls, which over the last few years has become the preeminent independent mall media representation company. Genesis Media also currently has a number of initiatives currently being negotiated and investigated, according to Newman, who said that "we intend to reshape the segment of the markets we operate in by innovating and becoming the market leaders."

Garrity is a 26-year veteran of national and local radio sales who joined Genesis Media Holdings as manager in July to focus on developing growth opportunities for the company's properties.

"We believe that the changes made at McGavren Guild have made us a much stronger company and both the company and its clients will reap the rewards as we move forward," Newman said.

About Kevin Garrity

Before joining Genesis, Garrity was regional national sales manager- northeast for Cumulus Broadcasting, and previously served as general sales manager for the company's WFAS-FM, WFAF-FM and WFAS-AM stations. He also served as vice president, sales for InStore Broadcasting Network.

From 2003-2008, Garrity was president of ABC Radio Sales. In this post, he held full P&L and budget responsibility for the entire business operation and oversaw team of 30+. He joined ABC Radio Sales in 1998 as New York sales manager and later was promoted to general sales manager.

Garrity also was vice president, sales for Group W Radio Sales for more than nine years. He began his radio career in 1987 as an account executive at WABC-AM in New York.

About Genesis Media Holdings

Genesis Media Holdings entered the media representation business in 2008 when it funded McGavren Guild's rebirth as an independent firm after the Chapter 7 bankruptcy of McGavren Guild's then-parent company, Interep. Genesis is committed to the long-term expansion and development of its media assets.

About McGavren Guild

McGavren Guild Media is an independent media representation firm focused on providing excellence in all facets of revenue generation for its clients. The firm represents nearly 600 radio stations in more than 170 markets across the country.

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Full release can also be viewed at www.mcgavrenguild.com