



McGavren Guild Media • Local Focus Radio • HRN Media Network • MG Malls

GEN MEDIA PARTNERS HAS EXPANDED RADIO AD SALES OPPORTUNITIES THROUGH ITS CROSS-SELLING PARTNERSHIP WITH MCGAVREN GUILD MALLS

MCGAVREN GUILD MALLS HAS EXTENDED ITS AGREEMENT WITH SELECT SIMON SHOPPING MALLS FOR REPRESENTATION OF BACKLIT DIRECTORY MEDIA SALES

New York, NY – January 12, 2016 –Gen Media Partners has expanded its cross-selling platform following a renewed agreement between its mall partner, McGavren Guild Malls (MG Malls), and Simon Brand Ventures for exclusive ad sales representation of backlit directories in select Mills and Simon regional Malls. The Gen Media Partners cross-selling model is designed to bring more national and local business to radio by introducing new advertisers that have not utilized the medium in the past, and by building innovative radio-centric campaigns that feature multi-platform solutions for advertisers.

“We are not repackaging old avails,” stated **Kevin Garrity**, Chief Executive Officer of Gen Media Partners. “There are many opportunities to use the assets of radio stations in conjunction with malls to provide interesting and compelling revenue-generating ideas that meet marketers’ objectives.”

McGavren Guild Malls will continue to market and exclusively sell backlit directory signage at the following centers: Arizona Mills, Arundel Mills, Colorado Mills, Concord Mills, Del Amo Fashion Center, Grapevine Mills, Great Mall, Gurnee Mills, Hamilton Towne Center, Katy Mills, Northpark Mall, Ontario Mills, Opry Mills, Philadelphia Mills, Potomac Mills, Sawgrass Mills, Sugarloaf Mills, The Outlets at Orange and The Shops at Riverside. MG Malls will also continue to sell one (1) Sky Banner per mall at select Mills malls.

“McGavren Guild Malls has provided us with excellent mall media representation in these select properties and we are happy to continue our relationship with them,” stated **Dennis Tietjen**, Senior Vice President of Business Development for Simon Brand Ventures.

“We are delighted that Simon Malls has shown this confidence in our ability to continue to provide retailers, brands, and their media agencies a resource for buying and managing the

backlit directory program at these top-end centers throughout the country,” said **Dave Parsons** Chief Executive Officer of McGavren Guild Malls, LLC.

About Gen Media Partners: www.genmediapartners.com

Gen Media Partners is an integrated sales and marketing company that connects consumers with advertisers’ brands by leveraging the benefits of the media assets it represents, individually or as part of a multi-platform campaign, across national, regional, and local levels. Gen Media Partners steers the operations of McGavren Guild Media, Local Focus, HRN Media Network, MG Malls, and more. The combined resources of McGavren Guild Media and Local Focus make Gen Media Partners the largest Independent radio representation firm in the U.S., offering advertisers and their agencies a platform of more than 1000 Radio Stations in 330 Markets and 98 percent coverage across the country. With a full suite of cross-media assets, including radio, outdoor, malls, audio, digital, social, experiential, and events, Gen Media Partners breaks through traditional media boundaries and empowers its sales and marketing experts to develop campaigns that drive ROI for advertisers and agencies and deliver revenue to its radio station clients. This new multi-level model for media sales representation is The Gen Media Approach.

About McGavren Guild Malls (MG Malls)

MG Malls, LLC is a mall representation firm focused on providing excellence in all facets of revenue generation for its client malls and strong results for its client agencies. MG Malls works with some of the biggest advertisers, creating, designing and implementing mall advertising solutions through a single point of contact. MG Malls has built its foundation on ease-of-access to media assets in more than 2,900 shopping centers across the country, including premier centers like Dallas Galleria, Irvine Fashion Island, Irvine Spectrum, Orlando Premium Outlets, Sawgrass Mills and many others. MG Malls was started in January of 2010

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