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Sun Broadcast Group | HRN Media Networks | GLR Media Network | MG Malls | MG OOH

Gen Media Partners Acquires Regional Reps and The Tacher Company, Expanding its Scale and Influence in National Radio Representation

Larger Radio Platform Enhances National Advertiser Opportunities for Independent Broadcasters

New York, NY – Monday, December 10, 2018 -- Gen Media Partners (GMP), the largest independently owned national radio representation company in the U.S., has acquired **Regional Reps** and **The Tacher Company**, further expanding its reach and influence in the national advertising arena. The announcement was made today by Chief Executive Officer **Kevin Garrity**. While the newly acquired companies will continue to operate on behalf of the radio stations they represent, Gen Media Partners' combined roster of 4,000 radio station partners will create more opportunities for national advertisers, particularly when they are looking for scale in radio.

"With the addition of these two heritage firms, we strengthen our voice on the national level for the independent broadcasters we represent," Garrity stated. "With the increased scale and reach, we can develop more national opportunities and generate more agency business for our independent radio partners, while we continue to provide the exceptional service and support that are our hallmark. I'm excited to welcome Regional Reps, The Tacher Company, and the radio stations they represent to the Gen Media Partners family."

Known for its personalized representation of independent broadcasters, with a specialization in Hispanic radio, the acquisitions come on the heels of Gen Media Partners' recent purchase of the Sun Broadcast Group Network and adds two more respected radio brands to its already impressive portfolio.

Outgoing Chairman of Regional Reps, **Stuart Sharpe**, commented, "Building on the foundation created more than six decades ago by founder Leonard Auerbach and his colleagues Don Hays and Jack DeHaven, today's Regional Reps team continues aggressive, in-person selling on behalf of its radio stations and high-quality service to advertising agencies and their clients. Combining Regional Reps' sales and service capabilities in medium and smaller radio markets with Gen Media Partners' resources and strength in larger markets will provide more stations with more sales opportunities and media buyers with more incentives to invest in local radio."

Ensuring a smooth transition for its new radio station partners, **Greg Tacher** and **Joe Costello** of The Tacher Company and **Jeff Slivka** of Regional Reps remain with their respective companies and take on expanded roles within the Gen Media Partners organization. The Tacher Company and Gen Media Partners launched a joint venture last year that established GMPT Media.

“Our existing partnership with Gen Media Partners paved the way for this next step in our evolution and growth,” Tacher noted. “We’re looking forward to bringing the advancements and opportunities that being a part of Gen Media Partners will deliver to our radio partners.”

About Gen Media Partners: www.genmediapartners.com

Gen Media Partners is one of the largest independently owned multi-platform organizations in radio. The company specializes in representing Independent broadcasters to national advertisers, with expertise in Hispanic and small market radio. Built on heritage radio brands McGavren Guild Media and Local Focus Radio, Gen Media Partners has grown through the strategic acquisitions of Regional Reps, The Tacher Company, Inc., GMPT Media, Sun Broadcast Group, Inc., HRN Media Network, GLR Media Network, and Sync Harmony Radio Automation (a joint venture with Synchronicity), plus an ad sales partnership with MG Malls Media and MG OOH. Its combined roster includes 4,000 radio station partners. Gen Media Partners is headquartered in New York City, with 15 offices across the country.

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