



Gen
Media
Partners



SUN
BROADCAST
GROUP
A Gen Media Partners Company

Gen Media Partners Acquires Sun Broadcast Group, Inc.

GMP's Assets Now Span National and Network General Market and Hispanic Radio, Radio Automation, Malls Media, and more

Sun Broadcast Management and Team Remain in Place

New York, NY – September 4, 2018 -- Gen Media Partners (GMP) announced today that it has acquired **Sun Broadcast Group, Inc.**, a national radio network reaching over 205 million listeners. With this latest achievement, GMP has a commanding presence across national and network General Market and Hispanic radio, radio automation, malls media, and more. The announcement was made by **Kevin Garrity**, Chief Executive Officer of Gen Media Partners, one of the largest independently owned multi-platform organizations in radio.

Jason Bailey, Sun Broadcast Group's President and Founder, and **Julio Aponte Jr.**, its Chief Operating Officer, will retain partial ownership of Sun and continue to run the day-to-day operations from its offices in New York City and Boca Raton, FL.

"Looking back on all the work the team and I have accomplished over these last 9+ years, I can't stop smiling," observed Bailey. "From being the little 'new guys' in Boca Raton back in 2008 to where we are today -- with a presence across the country -- I'm the proudest 'dad' you've ever met. We've come a long way on this journey, and with every step we did it our way... and it's been a blast! Starting this next chapter with Kevin and the crew at GMP is one I am sincerely looking forward to."

"The purchase of Sun Broadcast Group marks another major milestone for our company," stated Garrity. "From our roots in heritage radio representation firm McGavren Guild Media to our early expansion with the purchase of small market radio specialist Local Focus, we continue to build our portfolio with highly respected companies and advanced technology. Sun Broadcast Group is known for innovation, originality, and creativity in network radio. Jason has assembled an amazing team that will continue to flourish as we join forces to grow our combined platforms to new levels. I am proud to welcome them to the GMP family of companies."

About Gen Media Partners: www.genmediapartners.com

Gen Media Partners is one of the largest independently owned multi-platform organizations in radio. Built on heritage radio representation brands McGavren Guild Media and Local Focus Radio, it has grown into a multi-platform organization through its acquisition and partnerships, including: HRN Media Network, GLR Media Network, MG Malls Media, and Sync Harmony, a joint venture with Synchronicity on an advanced radio automation. Its latest acquisition of Sun Broadcast Group, Inc. has further extended the company into network radio. Gen Media Partners specializes in representing Independent General Market and Hispanic radio and operates 15 offices across the country, including in New York and Los Angeles.

About Sun Broadcast Group:

Named one of the fastest growing companies in America by Inc Magazine three years in a row, Sun Broadcast Group is a national radio network reaching over 205 million listeners through its more than 5,500 affiliates in both English and Spanish-language. Headquartered in New York City and Boca Raton, FL, Sun offers ad sales representation, syndication, and programming support to producers, hosts, and radio networks nationwide. Its growing program and sales offerings include the Sun Select RADAR® Network, *The Hit List with Fitz*, *Country Fried Mix with DJ Sinister*, *The Fitz Show*, *Nashville Minute*, Shazam For Radio, and many more.

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