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GEN MEDIA PARTNERS SIGNS GALAXY COMMUNICATIONS TO EXCLUSIVE NATIONAL AD SALES REPRESENTATION



New York, NY – November 14, 2016 - **Gen Media Partners** is proud to announce its newest exclusive national ad sales partnership with **Galaxy Communications**, the fourteen-station central New York group run by President and Chief Executive Officer **Ed Levine**. The announcement was made by **Kevin Garrity**, Chief Executive Officer of Gen Media Partners.

“We are delighted to welcome Ed and Galaxy Communications to Gen Media Partners,” Garrity said. “Ed’s team is known for creatively utilizing all of their assets to connect advertisers with loyal listeners. Our independent position in national representation allows us to super-serve Ed’s stations, working in partnership with his team to bring robust opportunities to national agencies and brands.”

“We are very pleased to move Galaxy’s national business to the leading independent rep firm in radio,” Levine stated. “I will sleep better at night knowing that I’m not relying on my direct competitor to oversee my national business any longer. Gen Media’s independent standing aligns with Galaxy’s, and their experienced team knows how to increase national revenue for the independent broadcaster.”

“Kevin’s background at dedicated rep firms has given him a perspective on national that aligns with the needs of independent broadcasters. With Kevin, we can create or own destiny.”

About Gen Media Partners: 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



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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 Galaxy Communications: galaxycommunications.com

Galaxy Communications is a premiere privately owned independent media groups in the country. With eight stations in Syracuse and six in Utica, we're a dominant presence in the market. Though radio will always remain at the heart of who we are, as the media landscape has changed drastically, we've evolved with it to meet the needs of both our listeners and our clients. Galaxy Communications also encompasses robust events planning, sports marketing, and digital media divisions, making it easy for businesses of all sizes to get their messaging out to a highly targeted client base.

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