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ANNOUNCING GEN MEDIA PARTNERS, A NEW INTEGRATED MEDIA REPRESENTATION COMPANY

McGavren Guild Media, Local Focus, HRN Media Network, Commercial Media Sales, and MG Malls Now Under One Gen Media Partners Umbrella

Kevin Garrity Named Chief Executive Officer



New York, NY – March 30, 2015 – Gen Media Partners, a new integrated media representation company, launched today to steer the combined sales operations of **McGavren Guild Media, Local Focus, Commercial Media Sales, HRN Radio Network, and MG Malls**. The strategic alignment will keep the individual companies intact, while expanding the reach of their collective sales force of almost 50 sellers to new advertisers and new advertising categories by focusing on unique cross-selling opportunities. **Kevin Garrity**, a 26-year media executive who has been President and Chief Executive Officer of McGavren Guild Media and Local Focus, takes the reins at the helm of the newly formed organization.

“The altering marketplace doesn’t allow for stagnation,” stated Garrity. “We are differentiating Gen Media Partners by proactively seeking new prospects for business development and by meeting the needs of advertisers with innovative cross-platform solutions that deliver more revenue to our radio clients’ bottom line. The days of repackaging existing avails for share and calling that new business are over.

“At Gen Media Partners we can multiply the impact of each individual company’s advertising relationships and reach across traditional media sales boundaries to bring new advertisers to radio. We are initiating these conversations by leveraging all of the assets we represent -- radio, digital, events, concerts, and more – to take full advantage of *every* opportunity for revenue-generation,” Garrity continued. “Our ability to expand to even more complementary platforms is essential for fueling new business and for increasing the value of our radio partnerships.”

Last summer, the operations of McGavren Guild Media and Local Focus were reorganized and streamlined - a move that not only enhanced efficiency but positioned the company for its continued evolution to a more vibrant, robust sales organization. The purchase of Commercial Media Sales gained the organization a political advertising platform and signaled its commitment to investing in future growth.

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Since then, the company has entered the network radio space with the acquisition of the HRN Media Network (HRN) and established an in-house technology department with a full-time Director of Technology to lead a team in developing advanced tools for internal and external processes.

Most recently, MG Malls was brought under the Gen Media Partners umbrella, adding another layer of cross-selling possibilities and introducing new options for local marketing partnerships through access to 2,900 high-traffic centers across all 50 states, including Top DMA's like New York, Boston, Los Angeles, and Chicago, plus Canada, Puerto Rico, and other international locations.

"As we move into the future, our radio partners will see more cross-platform selling, more new business, more revenue-generation, and more technologically advanced buying and selling tools," Garrity noted.

Garrity has led media sales organizations to revenue success both nationally and locally. His experience includes Vice President, National Director of Sales at Cumulus Media, President of ABC Radio Sales, and Vice President, Sales at Group W. He has worked locally as General Sales Manager of Cumulus' three-station cluster in Westchester County and as an Account Executive at WABC, New York.

Gen Media Partners has launched with a new logo and a new website at www.genmediapartners.com.

About Gen Media Partners:

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.

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