

GENESIS MEDIA HOLDINGS

McGavren Guild Parent Genesis Media Holdings Acquires Local Focus National Radio Representation Firm; Veteran Radio Executive Kevin Garrity Joins Genesis as Manager

NEW YORK CITY (JULY 8, 2013) – Genesis Media Holdings, which owns McGavren Guild Media, the leading independent radio representation firm, has acquired Local Focus from Kay Olin and Dave Demer. McGavren Guild and Local Focus will operate independently under the Genesis Media Holdings umbrella.

Local Focus, an Atlanta-based rep firm, represents more than 350 radio stations, including those of Dick Broadcasting, Urban Broadcasting and Guaranty Broadcasting. The firm is noted for its innovative tools to maximize the power of radio for advertisers, including its RapidRate system, event marketing expertise and its DJ Lifestyle Network, which helps match marketers with radio personalities best suited to represent their brands both on-air and in social media.

“Local Focus is an innovative firm powered by a team of highly-accomplished sales professionals,” said Genesis Media Holdings CFO Billy McEntee. “We look forward to working with them to provide an even greater level of service to radio stations and advertisers.”

Dave Demer has been named President of Local Focus. He was previously VP/Revenue of the company. Demer brings 20 years of experience and success in all aspects of radio and event marketing including marketing and sales positions with Clear Channel Radio and Cox Media.

Local Focus founder Kay Olin will now act as a consultant to Genesis Media, continuing to build on relationships developed over the years while at Local Focus.

“Kay has been instrumental in facilitating the evolution of Local Focus and preparing it for this next step in its growth,” said Demer. “She will add immense value to Genesis Media.”

Veteran Radio Executive Kevin Garrity Joins Genesis Media Holdings

Genesis Media Holdings today announced the hiring of Kevin Garrity, to the newly created position of Manager. Garrity, a 26-year radio veteran, will focus on building the Genesis Media platform reporting to the board and investors.

Garrity, most recently Director of National Sales at Cumulus Media, comes to Genesis Media with extensive radio management experience at both the national and local levels. Prior to his time at Cumulus, where he also held the positions of General Sales Manager for their Westchester, NY stations, and Northeast Regional National Sales Manager, Garrity spent 20 years at Interep, the last five of which he was President of ABC Radio Sales.

“I am thrilled to be joining Genesis Media Holdings,” said Garrity. “Their commitment to building their platform and investing in the long-term growth of their properties is very exciting and I look forward to playing an integral part in shaping that growth.”

McGavren Guild Media President Lisa Sirotko-Sonnenklar said: "I am extremely excited to be working with Kevin to further build McGavren Guild Media. I look forward to the additional support I will gain from his depth of industry experience."

“This is a very exciting time for Genesis Media Holdings,” said McEntee. “Kevin Garrity has excelled at every level of radio sales management. With the addition of Kevin and the acquisition of Local Focus, we are poised for rapid expansion and growth. Management will continue to drive revenue for their respective station partners, while capitalizing on opportunities afforded through the larger Genesis Media group.”

About Genesis Media Holdings

Genesis Media Holdings entered the media representation business in 2008 when it funded McGavren Guild’s rebirth as an independent firm after the Chapter 7 bankruptcy of McGavren Guild’s then-parent company, Interep. Genesis is committed to the long-term expansion and development of its media assets.

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