



SYNC HARMONY

Gen Media Partners and Synchronicity Introduce Sync Harmony - A Groundbreaking New Automation Solution for Radio

Michael Dalfonzo Named VP of Business Development

New York, NY – February 27, 2018 --- Gen Media Partners and Synchronicity.co, Inc., have partnered to introduce **Sync Harmony**, an entirely new, leading-edge hardware + distributed computing platform that manages all aspects of a radio station's programming playout. Sync Harmony's distributed infrastructure and custom hardware bring unparalleled power and flexibility to radio stations with no capital expenditures, no on-site implementation, and no on-site training.

Sync Harmony's breakthrough technology is completely integrated with Synchronicity's **SynchHD** media management platform, which is designed to simplify a radio station's audio playout, while delivering a new level of HD sound quality. The result is a single source solution for radio stations that not only provides centralized command and control, but also utilizes connected devices for instantaneous delivery that populates throughout the system and generates real-time reports.

Michael Dalfonzo, a long-time broadcasting sales and marketing executive, has been named Vice President of Business Development to introduce Sync Harmony to the industry. Dalfonzo was most recently Director of Sales for Streaming and On Demand at Wide Orbit and previously with Abacast and RCS.

"I'm truly excited to join Sync Harmony, and I'm looking forward to introducing this completely new way to automate radio programming to all of my friends at stations across the country," Dalfonzo said.

John Armstrong, Chief Executive Officer of Synchronicity noted, "The features and benefits of our new Sync Harmony platform immediately simplify all aspects of the automation process. We're confident station owners will appreciate the cost savings, and managers and engineers will recognize the tremendous time savings. We're excited to partner with Gen Media as we introduce Sync Harmony to the radio industry."

"Sync Harmony is a quantum leap forward in how radio stations play out and manage their audio assets," stated **Kevin Garrity**, Chief Executive Officer of Gen Media Partners. "From completely unattended operations with no studios to fully live and local stations, Sync Harmony provides the technologically advanced tools stations need to create compelling, over-the-air sound quality at

an extremely attractive price point. We look forward to working with Synchronicity and to a lasting partnership.”

Sync Harmony will be on display at the NAB in Las Vegas in April through private showings in their suite at the Westgate Hotel, adjacent to the Las Vegas Convention Center. To schedule an appointment, stations may contact Michael Dalfonzo at 332-255-8472 or michael.dalfonzo@sync-harmony.com.

About Sync Harmony www.sync-harmony.com

Sync Harmony is an entirely new automation system for radio that utilizes a distributed computing platform to provide centralized command and control along with on-site, custom-manufactured hardware to deliver a unique play out solution for radio stations and streaming broadcasters. Sync Harmony is a joint venture of Synchronicity and Gen Media Partners.

About Synchronicity www.synchronicity.co

Synchronicity is the world’s first all-inclusive programming, advertising production, and media distribution system utilizing a distributed computing platform explicitly designed for the broadcast industry. Synchronicity brings together talent, program producers, syndicators, advertising agencies, and broadcast operations onto one common platform to speed up and simplify media production, distribution, and playout. Synchronicity’s advanced technology platform improves quality, expedites work flow, dramatically lowers infrastructure costs, and provides new pathways to increase revenue.

About Gen Media Partners: www.genmediapartners.com

Gen Media Partners is one of the largest independently owned multi-platform organizations in radio. It is built on heritage radio representation brands McGavren Guild Media and Local Focus Radio. It has grown into a multi-platform organization through its acquisition of HRN Media Network and GLR Media Networks, sales alignment with out-of-home sister company MG Malls, and joint venture with technology company Synchronicity on Sync Harmony, an advanced radio automation system. Gen Media Partners specializes in representing Independent General Market and Hispanic broadcasters and operates 15 offices across the country, including in New York and Los Angeles.

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