



GEN MEDIA PARTNERS AND CREATIVE TALENT FORM CONTENT AND BUSINESS DEVELOPMENT ALLIANCE

New York, NY and Boca Raton, FL -- January 26, 2016 -- Gen Media Partners, the integrated media representation company for radio, and **Creative Talent, Inc.**, a broadcast talent and management agency, announced today a strategic business development alliance to engage and expand their proprietary services to clients. Under the arrangement, the two entities will work together to generate revenue and growth capabilities for their general market and Hispanic radio clients.

In making the announcement, **Kevin Garrity**, Chief Executive Officer of Gen Media Partners, said, "With this newest venture, Gen Media Partners continues to increase opportunities for revenue generation for both advertisers and client stations in the general and Hispanic markets. I'm excited about what we can do together."

"We are in a new age, and Gen Media Partners is a fast-growing company with a group of very smart people," stated **Steve Gallagher**, President and Chief Executive Officer of Creative Talent, Inc. "I've known Kevin for many years, and I'm thrilled to be working with him to present other partners, content producers, and talent to the unique Gen Media Partners engagement platforms and opportunities through the Creative Talent Business division."

About Gen Media Partners: www.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 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 Creative Talent, Inc.: www.creativetalentinc.com

Creative Talent, Inc. is a broadcast talent and management agency in the business of representation, brand and content management, and business management and development for talent, shows, and broadcast companies. Creative Talent negotiates contracts, guides careers, develops business, presents new opportunities and provides various financial, operational, recruiting, and management services to its major market roster of broadcast radio and television talent and business partners.

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