



# M<sup>c</sup>GAVREN GUILD MALLS

## **MG MALLS (MCGAVREN GUILD MALLS) FURTHER EXPANDS NATIONAL FOOTPRINT WITH EXCLUSIVE AD SALES REPRESENTATION OF MEDIA WITHIN WP GLIMCHER PROPERTIES**

**New York, NY – June 3, 2015 – MG Malls (McGavren Guild Malls)** continues its growth surge with its latest arrangement for exclusive ad sales representation of backlit advertising for properties within **WP Glimcher’s** rich portfolio of enclosed regional malls and community lifestyle centers, including in top markets such as New York, Los Angeles, Chicago, Dallas, Denver, and Atlanta. The deal adds 48 malls and 716 monthly advertising panels, bringing MG Malls’ exclusive representation to 88 DMA’s. The MG Malls’ directory advertising portfolio is now up to 178 malls nationwide with more centers under national representation agreements.

“We are excited to welcome WP Glimcher’s properties to our portfolio,” stated David Parsons, President and Chief Executive Officer, MG Malls. “The mall as a medium continues to evolve as developers like WP Glimcher focus on using their assets to strengthen their community connection. This addition expresses our expansion across all forms of advertising media within the shopping center and creates solutions for mall advertising.”



Following MG Malls’ recent partnership with **Gen Media Partners**, the expanded sales teams deliver even more results for advertisers. “The symbiotic relationship between Gen Media Partners and MG Malls allows us to create unique packages for advertisers who want to connect in the local marketplace and brings new advertisers to radio and malls,” observed Kevin Garrity, Chief Executive Officer, Gen Media Partners.

MG Malls has built its foundation on ease-of-access to shopping malls through a single point of contact. MG Malls works with some of the country’s biggest advertisers creating, designing and implementing mall advertising solutions. In addition to WP Glimcher, MG Malls works with other top developers for asset representation within malls, including premier locations like Dallas Galleria, Irvine Fashion Island, Irvine Spectrum, The Mills Portfolio, Simon Property Group, Jones Lang LaSalle portfolio and the Urban Retail Properties portfolio and many independent centers.

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**About MG Malls**

MG Malls is an independent mall representation firm focused on providing excellence in all facets of revenue generation for its client malls and strong results for its client agencies. MG Malls works with 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.

**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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