



Lazer Broadcasting Expands National Ad Sales Partnership with Gen Media Partners

Gen Media Partners Now the Exclusive Rep for Entire Lazer Portfolio of 43 Spanish Language Radio Stations

Oxnard, CA – January 8, 2020 – Lazer Broadcasting has expanded its national ad sales relationship with Gen Media Partners (GMP) by moving its entire portfolio of 43 Spanish Language radio stations to Gen Media Partners exclusively. Gen Media Partners already represented Lazer stations in seven markets. The expanded deal adds 26 more stations to the Gen Media Partners Hispanic platform, which now reaches over three-quarters of U.S. Hispanics.

Alfredo Plascencia, President and Owner of Lazer Broadcasting, stated, “We have developed a very strong relationship with the team at Gen Media Partners. They have been focused and aggressive in seeking national business for our stations. Based on their performance, moving our entire group under Gen Media Partners was a natural progression and a great choice. Gen Media Partners and Lazer are well aligned for growth in national revenues.”

“Alfredo has built a powerful Spanish Language radio group, and I am extremely grateful at the confidence that he and Gerardo have placed in our team,” noted **Kevin Garrity**, Chief Executive Officer of Gen Media Partners. “Having all of the Lazer stations on our Hispanic platform solidifies Gen Media Partners as a dominant player in Hispanic radio today. I am excited at the many opportunities we can create together.”

Gerardo Martinez, Chief Revenue Officer for Lazer Broadcasting, added, “I’m thrilled about consolidating national ad sales representation for our complete list of stations with Gen Media Partners. Given the preeminent position of the Gen Media Partners Hispanic platform and a team that is laser-focused on driving revenue for our radio station brands, I’m very excited.”

About Lazer Broadcasting:

Lazer Broadcasting Corporation owns and operates 43 radio stations across 18 markets mostly in California with 5 in Nevada, with its top-rated Radio Lazer (Regional Mexican) and La Mejor (Spanish Adult Hits) networks, La Mexicana (Ranchera) and Latino (Spanish CHR Hits), and KSTV-

TV in Sacramento. This makes them one of the largest privately-held, minority-owned radio groups in the country.

About Gen Media Partners:

Gen Media Partners is an independently owned multi-platform media sales and content organization. The company has a large footprint in national and network radio with a portfolio of highly respected radio brands, including McGavren Guild Media, Local Focus Radio, Regional Reps, the Tacher Company, Sun Broadcast Group, and HRN Media Network. In addition, Gen Media Partners owns and produces NexxGen News, a Gen-Z-targeted video news service distributed to schools nationwide. It also partners with its sister out-of-home media companies, MG Malls and MG OOH. Gen Media Partners offers specialized expertise in independent general market, Hispanic, small market, and non-measured radio, with multi-platform advertising solutions. It operates 15 offices across the country, including in New York and Los Angeles.

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