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For Immediate Release

Lotus Communications' Spanish Language Radio Group Inks Exclusive Ad Sales Representation Deal with Gen Media Partners

Gen Media Partners now reaches 77% of the U.S. Hispanic population

Los Angeles, CA, January 6, 2020 - Lotus Communications announced today that national ad sales representation for its entire group of Spanish Language radio stations will be handled exclusively by **Gen Media Partners (GMP)**. The deal includes top-rated Lotus stations, such as **KWID**, Las Vegas; **KVMX**, Sacramento; **KCMT** and **KTKT**, Tucson; **KIWI** and **KPSL**, Bakersfield; **KLBN** and **KHIT**, Fresno, as well as the legendary Los Angeles Spanish Language sports station **KWKW** and its sister oldies music station **KFWB**. With the addition of the Lotus Spanish Language Group, Gen Media Partners now delivers 77% of the U.S. Hispanic population -- over 36 million Hispanics – in mature and emerging Hispanic markets, including the Top 3, Los Angeles, New York, and Miami.

Jim Kalmenson, President of Lotus Communications, commented, "Gen Media Partners represents a very impressive national roster of Spanish radio stations. The Gen Media Partners team is passionate about Spanish Radio and is dedicated to providing excellent resources and great service to advertisers."

"We're proud to welcome the coveted Lotus Spanish Language Group to our Hispanic platform," stated **Kevin Garrity**, Chief Executive Officer of Gen Media Partners. "The Lotus stations are leaders in their markets and connected to their local Hispanic communities. We're eager to get out there and represent these powerhouse radio stations."

Tony Bonnici, Senior Vice President of Lotus Communications, who consummated the deal on behalf of Lotus, added, "Gen Media Partners' reputation for working closely with the stations they represent to increase national advertising opportunities is outstanding. I'm very excited about partnering with Kevin and his team."

About Lotus Communications Corporation:

Lotus Communications Corporation is a privately owned broadcasting company founded in 1962 by Howard Kalmenson. Lotus operates 48 radio stations across California, Arizona, Nevada, and Idaho. Lotus also operates two television stations, an E-commerce company, a real estate division, and other assorted investments. The company has been under the same continuous family ownership for 58 years.

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.

Contacts:

Tony Bonnici
Sr. VP/ Lotus Communications Corp
tonyb@lvradio.com

Kevin Garrity
Chief Executive Officer/ Gen Media Partners
kevin.garrity@genmediapartners.com

Media Contact for Gen Media Partners:

Renee Cassis | RC Communications Marketing
cassis2@msn.com | 646-808-6505

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