



AdLarge Media and WAVSTAR Announce Exclusive Ad Sales Partnership that Makes the Turnkey CRM and Workflow Management System Available to Radio for Barter

New York, NY – November 12, 2018 – AdLarge Media and WAVSTAR have partnered in an exclusive ad sales partnership which makes the cloud-based CRM/workflow management system available to radio stations on a barter basis for the first time. WAVSTAR is a comprehensive system that integrates CRM, sales, and production with a station's existing traffic system to create a seamless workflow experience.

"WAVSTAR is a sought-after station management platform, backed by a team that collaborates with their affiliate stations," observed **Gary Schonfeld**, Co-Founder and Co-CEO of AdLarge Media. "From the first time we saw WAVSTAR's incredible interface and integrated workflow modules, we knew that the WAVSTAR software was very important to radio stations. Michael and his team at WAVSTAR have already started building a network of terrific radio stations, which will have great value to our advertisers and advertising agencies."

Michael Boccardi, CEO of WAVSTAR, said, "We have worked for a few years perfecting the WAVSTAR software, and AdLarge is the perfect ad sales partner for helping us achieve our goals. With this partnership, more radio stations and groups can take advantage of WAVSTAR's already cost-efficient integrated system. AdLarge's relationships with national advertisers and agencies will bring us the revenue necessary for a successful radio barter model."

WAVSTAR combines the functionality of multiple software solutions on one platform, eliminating the need to maintain multiple copies of a station's client data on different systems for CRM, sales, and production tasks. WAVSTAR enables a user to send an order to leading industry traffic systems, eliminating the need to re-enter orders. Using WAVSTAR simplifies operations, reduces maintenance of client data, eliminates duplicate data entry, provides a single comprehensive view of a client relationship, and saves stations time and money.

Stations interested in learning more about the WAVSTAR workflow system may contact Pamela O'Connor at 855 927-7827 x204 or sales@wavstar.com. WAVSTAR is represented by Heather Cohen at the Weiss Agency.

About AdLarge Media

AdLarge Media is the leading independent ad sales and content company with lifestyle-driven audio environments that span am/fm, podcasting, on-demand, and streaming. Its diverse portfolio reaches 207 million listeners a week across 5,000 radio stations and 35 million unique listeners a month across digital audio platforms. The company was founded by industry leaders Cathy Csukas and Gary Schonfeld in 2010, and its digital



division was relaunched as cabana in 2017. AdLarge has offices in New York, Los Angeles, Chicago, Detroit, and Denver. For more information, please visit www.adlarge.com and www.letscabana.com.

About WAVSTAR

WAVSTAR is a rapidly growing provider of an innovative cloud-based platform designed to help media companies streamline operations, improve sales and deliver quality services to their advertisers. The WAVSTAR platform is a direct result of feedback and the input from hundreds of station affiliates throughout the country. The capabilities of the platform continue to evolve and stations should expect additional announcements in the near future. WAVSTAR offers world-class customer support combined with the innovative technology needed to enhance sales and operations. For more information, please visit www.wavstar.com.

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