



Gigi South Joins CUMULUS MEDIA as Vice President/Market Manager for Savannah, GA, Radio Station Group

SAVANNAH, GA, September 4, 2019 – CUMULUS MEDIA announces that it has appointed 25-year broadcasting executive Gigi South as Vice President/Market Manager for the company’s six radio stations in Savannah, GA. South replaces Eric Mastel, who heads to Cumulus Charleston as Vice President/Market Manager. South joins Cumulus from the Mississippi Broadcasters, where she was General Manager. Prior to that, she was Vice President of WSCG-TV34 in Beaufort, SC, and was formerly Vice President and General Manager for Alpha Media’s radio station group in Savannah, GA.

Bob Walker, Executive Vice President, Operations, CUMULUS MEDIA, said: “We are excited to welcome Gigi back home to Savannah. She demonstrated her competitive spirit and passion for this market when she was here before so the opportunity to have her come home was a win for all of us.”

South commented: “To say that I am overjoyed to return to the Savannah-Hilton Head market with Cumulus would be an understatement. A thriving market, a results focused team, the support and tools available from Cumulus and our dominant signals are enough to get anyone excited. Many thanks to Mary Berner, Bob Walker and Eric Mastel for this awesome opportunity.”

CUMULUS MEDIA owns and operates six stations serving the Savannah market, including: KIX 96/WJCL-FM (Country); The Ticket AM900/WJLG-AM (Sports); E93/WEAS-FM (Mainstream Urban); Magic 103.9/WTYB-FM (Urban AC); I-95/WIXV-FM (Classic Rock); and News/Talk 630 WBMQ-AM (News/Talk).

About CUMULUS MEDIA

A leader in the radio broadcasting industry, CUMULUS MEDIA (NASDAQ: CMLS) combines high-quality local programming with iconic, nationally syndicated media, sports, and entertainment brands to deliver premium content choices to the more than 250 million people reached each month through its 428 owned-and-operated stations broadcasting in 87 U.S. media markets (including eight of the top 10), approximately 8,000 broadcast radio stations affiliated with its Westwood One network and numerous digital channels. Together, the Cumulus Radio Station Group and Westwood One platforms make CUMULUS MEDIA one of the few media companies that can provide advertisers with national reach and local impact. The Cumulus Radio Station Group and Westwood One are the exclusive radio broadcast partners to some of the largest brands in sports, entertainment, news, and talk, including the NFL, the NCAA, the Masters, the Olympics, the GRAMMYS, the Academy of Country Music Awards, the Billboard Music Awards, and more. Additionally, it is the nation's leading provider of country music and lifestyle content through its NASH brand, which serves country fans

nationwide through radio programming, exclusive digital content, and live events. For more information, visit www.cumulusmedia.com.

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