



IMMEDIATE RELEASE

**TOWNSQUARE AND LENDIO PARTNER TO BRING
ALTERNATIVE FINANCING SOLUTIONS TO MAIN STREET**

Greenwich, CT and South Jordan, UT – July 20, 2016 - Townsquare Media, Inc. (NYSE: TSQ) (“Townsquare”), a leading media, entertainment and digital marketing solutions company focused on small and mid-sized markets and Lendio Inc. (“Lendio”), the nation’s leading marketplace for small business loans, announced today an exclusive partnership designed to fuel small business funding alternatives across the country.

At the core of this partnership is the shared understanding that small businesses are the lifeblood of any community. For many small business owners, finding and securing capital is challenging and often an impediment to growth. Navigating endless applications and comparing various sources of capital can be confusing, intimidating and time consuming for small business owners. Lendio’s best-in-class marketplace simplifies and expedites the process connecting business owners with an intelligently curated set of relevant funding sources.

“Our core media products are designed to drive awareness, demand and growth for our clients which often leads these businesses to need additional capital – opening a new location, acquiring new equipment or funding incremental working capital,” commented Steven Price, Chairman and CEO, Townsquare. “Partnering with Lendio will allow us to further support and service our loyal SMB clients as a true business partner while powering local economic growth.”

The launch of this partnership will be supported with a multi-platform marketing campaign leveraging Townsquare’s substantial footprint of radio stations, digital media, marketing solutions assets and live entertainment platforms across the United States. Townsquare and Lendio will collaborate on exclusive information and offerings for small business owners, cross-promote appropriate products and services, and expand awareness and adoption of the Lendio marketplace nationwide.

“We’re thrilled to partner with Townsquare and look forward to helping their customers grow with our range of financial products,” said Brock Blake, CEO, Lendio. “Our award-winning platform matches small business owners with more than 75 lenders across various loan products to cover their unique small business needs. Working together will help even more small business owners across the country fuel their American dream.”

About Townsquare Media, Inc.

Townsquare is a media, entertainment and digital marketing solutions company principally focused on small and mid-sized markets across the U.S. Our assets include 309 radio stations and more than 325 local websites in 66 U.S. markets, approximately 550 live events with nearly 18 million attendees each year in the U.S. and Canada, a digital marketing solutions company serving approximately 8,700 small to medium sized businesses, and one of the largest digital advertising networks focused on music and entertainment reaching more than 60 million unique visitors each month. Our brands include iconic local media assets such as *WYRK*, *KLAQ*, *K2* and *NJ101.5*; acclaimed music festivals such as *Mountain Jam*, *WE Fest* and the *Taste of Country Music Festival*; unique touring lifestyle and entertainment events such as the *America on Tap* craft beer festival series, the *Insane Inflatable 5K* obstacle race series and *North American Midway Entertainment*, North America’s largest mobile amusement company; and leading tastemaker music and entertainment owned and affiliated websites such as *XXL.com*, *TasteofCountry.com*, *Loudwire.com*, *JustJared.com* and *BrooklynVegan.com*. For additional information, please visit www.townsquaremedia.com.

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About Lendio

Lendio is a free online service that helps business owners find the right small business loans within minutes. The center of small business lending, our passion is fueling the American Dream by uniting the small business loan industry, and bringing all options together in one place—from short-term specialty financing to long-term low-interest traditional loans. Our technology makes small business lending simple, decreasing the amount of time and effort it takes to secure funding. More information about Lendio is available at www.lendio.com.

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