



IMMEDIATE RELEASE

TOWNSQUARE HIRES SCOTT EPSTEIN TO LEAD LIVE EVENTS SPONSORSHIP SALES

Experienced Entertainment Industry Professional Including
Van Wagner Experiential and Madison Square Garden

Greenwich, CT – September 8, 2016 – Townsquare Media, Inc. (NYSE: TSQ) (“Townsquare” or “the Company”) announced today that senior entertainment sales executive, Scott Epstein, has joined the Company as Senior Vice President, Live Events and Head of Sponsorship Sales. In this role, Mr. Epstein will oversee the Company’s live events sales development and fulfillment efforts and develop innovative marketing programs for brand clients in the Company’s live events business.

Townsquare is one of the leading producers of live events in North America. The Company plans, produces and promotes approximately 550 live events across the continent each year that attract approximately 18 million total attendees. The Company owns and operates some of the nation’s largest and most popular multi and single-day music festivals, including WE Fest, Country Jam, the Taste of Country Music Festival and Mountain Jam. Through its subsidiary North American Midway Entertainment, Townsquare is the largest provider of rides, games and food concessions to fairs and festivals in North America, including the Eastern States Exposition, the Canadian National Exhibition, the Calgary Stampede, the Indiana State Fair and the Miami-Dade County Fair and Expo. In addition, the Company produces participatory athletic events and lifestyle events, including the Insane Inflatable 5K, the nation’s largest and most popular obstacle race series made up solely of inflatable obstacles, and America on Tap, the largest nationwide series of craft beer-focused festivals.

“We are thrilled that Scott has joined Townsquare to lead sponsorship sales for our live events business,” commented Dhruv Prasad, Townsquare Executive Vice President, Live Events. “Scott’s outstanding client relationships, his creativity as a marketer, and his proven track record in generating revenue will enable us to grow our sponsorship base across the unique and diverse portfolio of live event properties that we have built at Townsquare, and to explore and expand into new categories.”

Formerly, Mr. Epstein was Chief Business Development Officer of Van Wagner Sports & Entertainment, where he also served as President, Experiential & Activation Marketing and Executive Vice President, Sales of Non-Traditional Marketing Platforms, where he worked with a roster of clients including Fox Broadcasting, Footlocker, Budweiser, DirecTV, and Geico. Prior to joining Van Wagner, Mr. Epstein was SVP of Advertising Sales/Marketing Partnerships at the Madison Square Garden Corporation where he led the development of strategic partnerships and managed an annual sales budget of over \$100 million.

“I am excited to be joining an incredible group of talented executives at Townsquare,” said Mr. Epstein, “I look forward to participating in the continued growth of the Company and its live events business.”

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 310 radio stations and more than 325 local websites in 66 U.S. markets, a digital marketing solutions company serving approximately 9,400 small to medium sized businesses, approximately 550 live events with nearly 18 million attendees each year in the U.S. and Canada, 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 *XXLmag.com*, *TasteofCountry.com*, *Loudwire.com*, *JustJared.com* and *BrooklynVegan.com*. For additional information, please visit www.townsquaremedia.com.

Contact

Claire Yenicay

203-861-0900

claire@townsquaremedia.com