

# Velocity Radio Management partners with Broadcast Tower Management to Maximize Station Value

Innovative tower company grows station value by maximizing signal and finding revenue opportunities

Pittsburgh, Pennsylvania – May 27, 2009 – Velocity Radio Management has partnered with Gary Hess and his company Broadcast Tower Management. Gary is one of America's premier minds when it comes to tower value maximization.

"When I started Velocity, I wanted Gary as a partner because he's the best in the business," Tony Renda, CEO of Velocity Radio Management said. "Having worked with Gary in Florida, I've seen -firsthand- his ability to create opportunity where other engineers could not. He's more than a Master Chief Engineer, he creates opportunity: He maximizes a tower's revenue potential, and our industry needs that now more than ever."

"It's one thing to keep your station's signal FCC compliant; Most tower companies can do that. It's quite another to turn your tower into a revenue generator: This is what we do for radio stations," said Gary Hess, Founder and CEO of Broadcast Tower Management. "I'm excited to work with Velocity Radio Management and their clients."

## About Broadcast Tower Management

Broadcast Tower Management is an engineering company that has a strong focus on revenue opportunity through founder and President Gary Hess. Gary is also Director of Clear Channel Vertical Real Estate with over 1300 Clear Channel Radio tower sites under management. Prior to this, Mr. Hess was a Founder and Director of Engineering for American Tower Corporation, now the largest rental site provider in the world with 27,000 sites, having recently merged with Spectrasite. With a degree in Broadcasting and Physics, Mr. Hess is a noted guest speaker at both NAB and International engineering conferences.

## About Velocity Radio Management

Velocity Radio Management is an independent full service Radio Management company that provides Management and Consulting services to Radio Groups and Equity Partners. Based in Pittsburgh, Pennsylvania, Velocity Radio Management's mission is to "Protect and Grow the Value of Radio Stations". More information about Velocity Radio Management is available at [www.VelocityRM.com](http://www.VelocityRM.com).

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