

The Bet[♠]R Network

FOR IMMEDIATE RELEASE

The BetR Network to Launch August 5 on Terrestrial Radio Affiliates Across the US

***Nation's First Terrestrial Radio Network Dedicated to Sports Betting to Air Top Stations,
Including KBAD-AM in Las Vegas and WBSS-AM in Atlantic City***

LAS VEGAS & HOUSTON - (July 23, 2019) - Gow Media announced today that the nation's first terrestrial radio network dedicated to sports betting will be called The BetR Network and will begin distributing content to affiliates across the country on August 5. Among others, the nation's two largest sports betting markets - Las Vegas (KBAD-AM) and Atlantic City (WBSS-AM) - have signed on to air The BetR Network's content, which will highlight the latest news, insights and analysis around the sports betting markets.

"Our addition of BetR Network solidifies Lotus Las Vegas as the market's destination for sports," Natalie Marsh, General Manager, Lotus Broadcasting Corp, Las Vegas (KBAD-AM). "Mitch Moss, Pauly Howard, the legendary Brent Musburger, and the rest of the team on BetR Network delivers national network quality shows from a uniquely, local perspective. We're thrilled with the opportunity to add BetR Network to our lineup as the Las Vegas 'flagship' of this groundbreaking network."

"With the legalization of sports betting in New Jersey, sports betting as a 24/7 format and specifically the BetR Network is a perfect choice for WBSS," said Paul Kelly, President/General Manager at Longport Media, LLC. "There's a real appetite for sports talk that actually talks about sports. BetR Network delivers expert analysis and information that listeners can use to make informed bets and cash winning tickets right here in Atlantic City. Sports Betting Radio 1490 is excited to be Atlantic City's home of the BetR Network."

With the goal of informing, entertaining and educating listeners about sports and sports betting, The BetR Network will provide radio stations with access to select content from the Vegas Stats & Information Network ([VSiN](#)) and SB Nation Radio Network. In addition to existing shows and personalities, The BetR Network will launch new programming on August 5, including "Lombardi Line" a 3-hour weekend show hosted by former NFL executive, Michael Lombardi.

“With the explosive growth of the sports betting market serving as a backdrop, we’ve seen incredible interest in airing programming from our 24/7 line up of sports betting content,” said Gow Media Vice President, Mike Sinnott. “In less than a month, we’ve signed contracts in the biggest betting markets in the country and have dozens more radio stations in the pipeline. We expect to have at least 50 affiliates on board by the launch and are excited to deliver this unique content to a growing number of terrestrial radio stations.”

About Gow Media

Founded in 2007, Gow Media, LLC is a multi-platform media company based in Houston. The company owns SB Nation Radio, one of the country’s largest national sports radio networks, which it runs in partnership with SBNation.com. Additionally, Gow owns a couple of radio stations in Houston, and a portfolio of digital content and commerce sites. CultureMap.com is the leading online destination for lifestyle content in Texas, with localized sites in the five major cities of Texas.

SportsMap.com is a leading Houston sports site, and Innovationmap.com covers stories of innovation in Houston. Giftingmap.com provides a curated collection of attractive gift items. Gow Media, LLC is backed by a private investment group with significant experience in media ownership. The investor group includes Steve Webster, co-manager and co-CEO of Avista Capital; Patrick Dugan, vice president and general counsel of Nortex Corporation; and David Gow, chairman and CEO of Gow Media, LLC.

CONTACT:

Mike Sinnott, Vice President
Gow Media
517-927-4570
mike@thesportsflash.com