



**NORTH AMERICAN MIDWAY**  
ENTERTAINMENT



For Immediate Release

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**North American Midway Entertainment, LLC Acquired by Townsquare Media, Inc**  
**Management and Operations Remain Intact**

**Farmland, IN – August 17th, 2015** – Today, North American Midway Entertainment (NAME), LLC, the largest operator of mobile amusement parks in North America, was acquired by Townsquare Media, Inc., a leading diversified media and entertainment company. NAME will join forces with Townsquare and will continue to direct the business as a part of Townsquare’s Live Events division.

“We believe this is a powerful combination: North American Midway Entertainment’s experience and history as a leading provider of outdoor amusements in North America coupled with the exceptional products, services and resources of Townsquare,” said Danny Huston, Co-Chief Executive Officer of NAME. “Our full management team will remain intact and our fairs will continue to enjoy our excellent service, exceptional rides, games and food concessions that we have always provided.”

“Our team is excited to join forces with Townsquare, and we look forward to continuing to provide best-in-class service and products and our deep ties to our Fairs will not change,” added Jeff Blomsness, Co-Chief Executive Officer of NAME.

Under the terms of the acquisition Danny Huston was named President of NAME and Jeff Blomsness was named Chairman of NAME. NAME's industry-leading, field-level management team will remain 100% intact to command operations in the same outstanding manner.

Townsquare Media, Inc. is an integrated and diversified media, entertainment and digital marketing services company that owns and operates leading radio stations, digital and social properties and live events across the United States, delivering national scale and expertise to the communities it serves on a local level. Townsquare Media is a publically traded company on the New York Stock Exchange (NYSE: TSQ).

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The Company owns and operates 310 radio stations, over 325 search engine and mobile-optimized local websites and approximately 500 live events in 66 small and mid-sized U.S. markets. The Company supplements its local offerings with the nationwide reach of owned, operated and affiliated music and entertainment websites, which, on a combined basis, attracted the largest audience among music focused digital advertising networks as of June 2015, as well as certain large scale live events. For more information, please visit [www.townsquaremedia.com](http://www.townsquaremedia.com).

### **North American Midway Entertainment Acquisition**

“Townsquare is excited to partner with NAME’s management team and add NAME’s market leading mobile amusement parks to our Live Events portfolio,” commented Townsquare Chairman and Chief Executive Officer Steven Price. “Nearly half of NAME’s current events are within 100 miles of a Townsquare market and fit squarely within our core stated strategy of providing affordable, family-friendly entertainment content.”

Price continued, “This acquisition furthers our efforts to diversify our product offerings and increase our non-advertising based revenue, allowing us to offer more multi-channel, cross platform content opportunities to our consumers and business clients.”

Formed in 2004, NAME entertains more than 15 million people in 20 states in the United States and four Canadian Provinces on an annual basis as the operator of amusement attractions including over 200 state-of-the-art rides, custom-designed food concessions and family-oriented games at approximately 150 fairs per year. NAME maintains a strong reputation for ride quality, on-site execution and safety that has enabled it to secure long-term agreements to operate at 10 of the largest 50 fairs in North America including: *Eastern States Exposition, Canadian National Exposition, Calgary Stampede, Indiana State Fair, Illinois State Fair, K-Days Edmonton, Mississippi State Fair, Miami-Dade County Fair and Expo, Kentucky State Fair, South Carolina State Fair*. NAME events and Townsquare markets overlap in Indiana, Iowa, Illinois, Michigan, Alabama, Texas, Louisiana, and Massachusetts.

The bottom line: We have reached a milestone in the growth and development of North American Midway Entertainment by joining forces with Townsquare. Together we will provide new opportunities, market exposure and a vast wealth of business experience for the betterment of NAME, Townsquare, Fair Partners and customers alike.

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