



October 17, 2018
Sean Rhoads
Vice President of Sales
Max Media of Denver, LLC

Max Media has been a valued partner to MetroPCS (now Metro by T-Mobile) since we launched the Denver market in 2013. They have worked to execute quarterly drive-to-retail campaigns, spot buys through our national agency (Blue449), and facilitate local events/sponsorships.

Taking into consideration all our radio/media vendors in the Rocky Mountain market, Max Media & Sean Rhoads are considered our most valued partners. Sean and team have worked to set themselves apart by working with us (the Metro by T-Mobile local marketing team) to create tailored, unique and effective program ideation. Within each program the execution is flawless, the team is flexible and responsive, and if any issues arise there is a proactive solution offered immediately. Through every campaign, Sean is onsite at each event to ensure its success. This has shown us how much he cares about the campaigns we partner on and is truly invested in the success of Max Media & Metro by T-Mobile. In addition to having the most effective campaigns, Max Media is able to offer competitive pricing, giving us the best value in the market, which in turn gives us the opportunity to broaden our scope and include multiple programs with Max Media per quarter.

ROI is performed each quarter for our local media promotions, and Max Media consistently outperforms their competitors when looking at overall event attendance, level of engagement, and creating sales opportunities for our stores. The same is true when making comparisons to other markets in our region (Seattle, Portland, Sacramento, St. Louis, Kansas City, San Francisco). It is extremely apparent that Max Media has a loyal following, trust within their community, and executes the most engaging and unique programs. When sharing best practices with our marketing peers, Max Media & Sean are often used as the ideal radio partner to emulate. As an example, Sean and team executed the largest back to school campaign in our region, and one of the largest in the country, which set the highest expectation for back to school within Metro by T-Mobile marketing.

Beyond our specific programs/partnership, it is apparent that Max Media is setting the tone for radio in Denver by constantly improving their station content, attracting high-level on-air DJ talent, and maintaining community/event involvement.

Personally speaking, Sean has been phenomenal to work with. He is always positive, engaging, responsive, genuinely cares how the team and I are, and is always excited to be involved with anything we have going on. In addition to being the easiest to work with, and the most genuine rep, he is truly knowledgeable about the business, its history in this market, and the people involved.

The team and I look forward to working with Sean and the Max Media team quarter after quarter and are excited to keep building/growing our partnership.

Sincerely,

Metro by T-Mobile Marketing - Rocky Mountain Region
Taylor Prothro - Local Marketing Manager
DeAngelo Wilkinson - Local Marketing Manager
Christina Ellis - Manager, Field Marketing
