



EXECUTIVE BIO

RAHSAN-RAHSAN LINDSAY, CHIEF EXECUTIVE OFFICER, MEDIACO HOLDING, INC.

Rahsan-Rahsan Lindsay brings more than two decades of successful leadership experience in media, television, and advertising to his new role as Chief Executive Officer of MediaCo Holding, Inc. (NASDAQ: MDIA), owner of HOT 97, WBLS, and Fairway Outdoor. Named CEO in July 2021, Lindsay is responsible for driving MediaCo's overall strategic vision and expanding its radio and outdoor divisions, with an emphasis on transforming the digital business.

Prior to joining MediaCo, Lindsay served for the past nine years as the Executive Vice President of Advertising Sales and Marketing for Urban One, Inc. As department head, Lindsay oversaw advertising sales, integrated marketing, and sales operations for TV One and sister network CLEO TV, which he helped launch in 2019. Rahsan-Rahsan guided the strategic direction for both divisions, helping to increase profitability and enhance network visibility, and served as a pipeline for all Urban One properties to the marketing community, including its radio assets Radio One and Reach Media.

In 2020, he took over as head of iOne Digital ad sales and One Solution, Urban One's cross-platform marketing group, as well as One X Studios, the branded content production arm of Urban One. Under Lindsay's leadership this division delivered high impact, one-of-a-kind campaigns, and branded content for major consumer brands from ideation through execution. Lindsey was tasked with amplifying Urban One's programming and events via integrations, activations, and trade marketing initiatives, and led the strategic partnerships group, a direct-to-client strategy team managing top-tier marketing relationships.

Prior to joining TV One in 2011, Lindsay spent almost eight years in Ad Sales for Viacom Media Networks, where he directed new business development for MTV, Comedy Central, Spike, CMT, and TV Land, and served as VP of Ad Sales for MTV2, mtvU, and Palladia. Before his tenure at Viacom, Lindsay spent six years at African Heritage Network serving as head of Sales. He began his career at Leo Burnett in Chicago.

A graduate of Brown University with a degree in Biology, Lindsay has been recognized by CableFax Magazine as one of the Top 100 Most Influential Minorities in Cable (2016) and is a proud Class of 2016 alumnus of the National Association for Multi-Ethnicity in Communications (NAMIC) Executive Leadership Development Program. He joined the organization as a member in 2015.

Passionate about serving the community and grooming the next generation of leaders, Lindsay has been a member on the Advisory Board of Rutgers University School of Business since 2018. In addition, he maintains a seat on the International Radio and Television Society (IRTS) board, a position that Lindsay has held for the past four years. Rahsan-Rahsan is also actively involved in several local civic, community and charitable organizations, including serving as the co-chair of the Board of Directors for The Brotherhood/Sister Sol, a

Harlem-based nonprofit organization providing educational and personal development, career training and support services to underserved youth.

Outside of his philanthropic work, Rahsan-Rahsan dabbles in filmmaking, makes the occasional on-screen cameo, and coaches boy's recreational league basketball. The Baltimore, MD native currently resides in Brooklyn, N.Y., with his wife and 15-year-old twin boys.

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