



MEDIA ALERT

NOVEMBER 18, 2008

***SUNNY 106 THINKS WE NEED A LITTLE CHRISTMAS,
RIGHT THIS VERY MINUTE!***

***- Sunny 106 WJPT-FM Becomes "The Christmas Station"
celebrating the spirit of the season with holiday programming starting today -***

FORT MYERS and NAPLES, Florida, November 18, 2008 – *Sunny 106* WJPT-FM, announced that it is now broadcasting all holiday-themed music through midnight Christmas night, December 25th. Station programming will return to its popular Soft Adult Contemporary music format on December 26th.

Sunny 106's holiday programming will include traditional and contemporary music for the whole family. Listeners can expect to hear standards such as Bing Crosby's "White Christmas," The Eagles' "Please Come Home for Christmas," and Brenda Lee's "Rockin' Around the Christmas Tree. Plus new releases this year from artists like Carrie Underwood, Harry Connick, Jr., and Faith Hill

Sunny 106 is also pleased to announce that Program Director Randy Sherwyn will host the ninth annual "Christmas Across The Lands", a 12-hour radio Christmas show scheduled to air from 10:00 a.m. Christmas Eve through 10:00 a.m. Christmas Day. The heartfelt broadcast has become an annual signature event for troops stationed overseas, and with ships at sea during the holiday season. This year, the show will bring a little holiday cheer and warmth to U.S. troops stationed in over 175 countries around the globe including "Freedom Radio" in Iraq. The Canadian Forces Europe also airs the show across Europe and NATO HQ.

Beasley Southwest Florida Market Manager, Brad Beasley, commented, "We love making people smile, and whether you're driving to the mall, in the office at your desk, or working through your to-do list at home, holiday music just makes you feel good. *Sunny 106's* holiday music line-up has become a tradition in Southwest Florida, our way of wishing our community a Merry Christmas and Happy New Year!"

About Beasley Broadcast SW Florida

In the Southwest Florida market, Beasley owns five radio stations, *96 K-Rock* WRXK-FM, *New Rock 99X* WJBX-FM, *B103.9* WXKB-FM, *Sunny 106* WJPT-FM, and *Sports Radio 770* WWCN-AM, all of which broadcast with HD Radio™ technology available to those with access to an HD Radio receiver. The four FMs - *96 K-Rock*, *New Rock 99X*, *B103.9* and *Sunny 106* WJPT - multicast sister stations that can be accessed by tuning an HD Radio receiver to 96.1 HD2, 99.3 HD2, 103.9 HD2 and 106.3 HD2 respectively. For more information, please visit www.bbgi.com.

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