



NEWS ANNOUNCEMENT

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BEASLEY BROADCAST LAS VEGAS DEBUTS STAR 107.9 VEGAS' BEST VARIETY

LAS VEGAS, Nevada -January 12, 2015 – A new format has debuted on Beasley Broadcast Las Vegas radio station 107.9 KVGs-FM. Beasley introduced Star 107.9 Vegas' Best Variety (www.Starradiovegas.com) to the Las Vegas community today at 3:00 p.m. PT. KVGs-FM was most recently programmed as BOB FM. Las Vegas radio veteran Mike O'Brian serves as Program Director for both KVGs and sister-station 96.3 KKLZ-FM.

Beasley Broadcast Group Executive Vice President of Operations Brian Beasley oversees the Las Vegas market and comments, "Our goal is to offer the Las Vegas community a wide variety of desirable formats, and we believe this change will do that while also enhancing Beasley's position in the market." Beasley owns five radio stations that serve and entertain the Las Vegas community. In addition to KVGs-FM, Beasley stations include *Classic Hits* 96.3 KKLZ-FM, *NewsTalk* 720 KDWN-AM, *102.7 The Coyote* KCYE-FM and *Old School* 105.7 KOAS-FM.

Vice President and Market Manager Tom Humm says, "The Hot AC format continues to excel across the United States and under the guidance of Justin Chase, our Corporate VP of Programming and Mike O'Brian, our local Program Director KVGs will bring a fresh new sound to Las Vegas featuring the biggest artists in the format. Justin and Mike have over 40 years' experience programming AC stations and have built iconic Radio stations in Las Vegas for over 30 years. We look forward to the fun and entertainment they will create for KVGs-107.9 FM."

Beasley Broadcast Group Vice President of Programming Justin Chase adds, "Tom Humm (former KMXB/CBS Las Vegas GM) and I are excited to be back in the Hot AC game in Las Vegas. We're building the team to beat at the new Star 107.9... starting with longtime Las Vegas radio vet Mike O'Brian at the helm as Program Director."

Visit Star 107.9 Vegas's Best Variety at www.Starradiovegas.com.

About Beasley Broadcast Las Vegas:

In the Las Vegas market, Beasley owns five radio stations: *NewsTalk* 720 KDWN-AM; *Classic Hits* 96.3 KKLZ-FM; *102.7 The Coyote* KCYE-FM; *Old School* 105.7 KOAS-FM and *Star* 107.9 KVGs-FM. Founded in 1961, Beasley Broadcast Group, Inc., www.bbgilv.com, is a radio broadcasting company that owns and operates 53 radio stations (33 FM and 20 AM) located in twelve large- and mid-size markets in the United States.