



NEWS ANNOUNCEMENT

FEBRUARY 2, 2015

Contact:

Kent Dunn
Vice President and Market Manager
Beasley Media Group Tampa-St. Petersburg
727.579.1925 / kent.dunn@bbgi.com

BEASLEY MEDIA GROUP TAMPA-ST. PETERSBURG DEBUTS BUBBA 98/7, NO RULES RADIO

TAMPA, Florida – February 2, 2015– Beasley Media Group Tampa-St. Petersburg has introduced a new format on 98.7 WHFS-FM. Named Bubba 98/7, No Rules Radio, the announcement was made by Bubba The Love Sponge this morning at 9:00 a.m. Eastern. The station’s website is Bubba987.com and, pending formal FCC approval, the station’s new call letters will be WBRN-FM. Carl Harris serves as the station’s program director, carl.harris@bbgi.com.

In addition to Bubba the Love Sponge’s morning show content, which is heard weekdays, 6:00 a.m. to 10:00 a.m., the station will include artists such as AC/DC, Metallica, Red Hot Chili Peppers, Pearl Jam, Led Zeppelin, Stone Temple Pilots, Linkin Park, Green Day & Foo Fighters. Also, the format includes songs chosen by Bubba himself which range from artists like Eminem, Notorious B.I.G., Dr DRE, Jerry Reed, Public Enemy, C.W. McCall, LL Cool J and many others. Additionally, Bubba 98/7, No Rules Radio features parody bits from the legendary Bubba The Love Sponge archives.

Executive Vice President of Operations Brian Beasley comments, “Beasley has entered new territory with today’s announcement. The music, personalities and bits will all be the creative responsibility of the station’s morning show host, Bubba the Love Sponge. We hope the listeners will be thoroughly entertained by the new direction of the station.”

About Beasley Media Group Tampa-St. Petersburg:

In the Tampa-St. Petersburg radio market, Beasley Media Group owns Beasley owns five FMs and one AM including: 92.5 MAX!MA WYUU-FM, 98.7 WHFS-FM, 99.5 WQYK-FM, Q105 WRBQ-FM, WiLD 94.1 WLLD-FM, and 1010 Sports WHFS-AM. Founded in 1961, Beasley Broadcast Group, Inc., www.bbgi.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.

###