



## NEWS ANNOUNCEMENT

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### **STAR 107.9's New Morning Show Ready to Rise and Shine in Las Vegas**

LAS VEGAS, NV. July 1, 2015 - STAR 107.9 KVGs-FM, a Beasley Media Group, Inc. radio station, announces the debut of Las Vegas's newest morning show, *Mornings with Mark and Aimee*. Starting Monday, July 6, two brilliant, creative luminaries are coming together to rise, shine and entertain the Las Vegas community each weekday morning from 5:00 a.m. to 10:00 a.m.

Loyal morning listeners will be rising to the familiar voice of popular, veteran Vegas morning radio star Mark DiCiero, who is famous for his role as half of the long-running morning duo "Mark and Mercedes in the Morning" weekday show on Mix 94.1 KMXB, consistently rated number one in the highly competitive Adults 25 -54 year old demographic. He brings a long list of accolades, including "Best Radio Personality" for 12 consecutive years (Las Vegas Review-Journal's annual Best of Las Vegas Readers poll). Now, Mark is ready to return to his loyal listeners, who are waiting to hear their familiar friend on *Mornings with Mark and Aimee*.

"Having worked with Mark for many years, I can say he brings entertainment and fun to Radio that is unmatched in the Las Vegas Market," says Las Vegas Market Manager Tom Humm. "Mark's wit, charm and kind demeanor make him a trusted friend to his listeners. And, this new addition of *Mornings with Mark and Aimee* to Beasley's STAR 107.9 complements some of the finest morning shows in the Radio industry, including *Mike and Carla* at KKLZ, *Rick and Kris* at KCYE, *Candy and Zenja* at KOAS and *Alan Stock* at KDWN."

"It was time to take STAR to the next level and the only person I could think of, who could make it happen overnight, was Mark DiCiero!" noted Mike O'Brian, KKLZ Morning Show Host and Program Director 96.3 KKLZ-FM/Star 107.9. "Locally, there's no one more recognizable right now, despite being off the air for the past six months. We've been able to put together a great line-up and with the addition of Mark, I have no doubt that *Mornings with Mark & Aimee* will be a huge success!"

New arrival, Co-Host Aimee Montgomery offers a brand-new, fresh, female voice and definitely plays the "Rising Star" on STAR 107.9's new morning show. This opportunity also allows Aimee to combine her natural talent with Mark's

seasoned expertise. Born and raised in upstate New York, Aimee has always had a deep passion for radio. But, if you ask her, Aimee will tell you she's grateful for her chosen home Las Vegas, where she enjoys the true loves of her life: Patrick and their son Jayden.

Launching the *Mornings with Mark and Aimee* show will be a skillful executive producer, and bright, "shining star" Mike Mackenzie, who previously worked with Mark for a short stretch. Mike's radio history started with a young passion for radio production as the 19-year-old Production Director in Harrisburg, PA. His Las Vegas stint included voice and production for several shows on the Strip, before producing his own radio show in Albuquerque. Today, Mike is thrilled to say he's returned to Las Vegas to contribute his talents to *Mornings with Mark and Aimee*.

The morning Stars are finally aligned in Vegas, according to Mark, who adds, "I could not be happier to be working with Aimee Montgomery and Mike Makenzie on the new Star 107.9 Morning Show. We're fired up and ready to go on July 6th! It's also a true privilege to be reunited with Market Manager Tom Humm and to be working with Las Vegas radio legend Mike O'Brian, as our Program Director."

"I had the pleasure to work with Mark a few years ago and can honestly say there are only a handful of personalities that understand how to bring the 'show business' to radio like Mark," said Justin Chase, Beasley Media Group's VP of Programming. "Mark is one of the best at finding and developing untapped stars, which I expect he'll do again with Aimee. Las Vegas already has a deep relationship with Mark and I know they're about to fall in love with this new show!"

The new *Mornings with Mark and Aimee* team will welcome comments and congratulations at [www.starmorningslv.com](http://www.starmorningslv.com), [facebook.com/starmorningslv](https://facebook.com/starmorningslv), [twitter.com/starmorningslv](https://twitter.com/starmorningslv), and [Instagram.com/starmorningslv](https://Instagram.com/starmorningslv).

#### About Beasley Media Group Las Vegas

Beasley Media Group, Inc. is a subsidiary of Beasley Broadcast Group, Inc., a radio broadcasting company that owns and operates 53 stations (34 FM and 19 AM) located in twelve large- and mid-size markets in the United States. In the Las Vegas radio market, Beasley Media Group owns four FMs and one AM, including: KKLZ-FM 96.3; KCYE-FM 102.7; KOAS-FM 105.7; KVG5-FM 107.9; and, KDWN-AM 720. Founded in 1961, Beasley Broadcast Group (NASDAQ: BBGI) is headquartered in Naples, Florida. For more information, please visit [www.bbgi.com](http://www.bbgi.com).