



NEWS ANNOUNCEMENT

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The clock's been ticking, and it's now down to just 8 seconds for the all new 102.7 Rodeo Radio!

LAS VEGAS, NV. November 30, 2015 – 102.7 The Coyote KCYE-FM, a Beasley Media Group, Inc. radio station, announces the debut of Las Vegas' newest edition to the 2015 Wrangler National Finals Rodeo, *102.7 Rodeo Radio*. Since 1984, once a year for ten days Las Vegas hosts and turns country for the Wrangler National Finals Rodeo.

Starting Monday, November, 30th at 10:27a.m. (PST), 102.7 Rodeo Radio, will broadcast everything involving the 2015 Wrangler National Finals Rodeo. Listeners will tune in to find out the latest news on country artist performances, rodeo viewing parties, shopping experiences, daily rodeo statistics, NFR tickets will be given away daily for the duration of the rodeo as well as the Grand Prize "Purse", a Luke Bryan Crash My Playa Riviera Maya Flyaway in Mexico. Listeners will also be tuning in to hear one of the most familiar voices in Country Radio: Reba McEntire who will be the official voice of 102.7 Rodeo Radio. Reba will also be performing during NFR at The Colosseum inside Caesars Palace, beginning Tuesday, December 1st.

"Reba is a country music legend, actress and comes from a rodeo family. In 1934 Reba's "Grandpap", John Wesley McEntire, won the steer roping world champion title, her father did the same in 1957, 1958 and 1961 and Reba herself, an avid barrel racer, was discovered while singing the National Anthem at the National Finals Rodeo in Oklahoma City in December, 1974. So it's a perfect fit to have Reba as the 102.7 Rodeo Radio voice!" said Kris Daniels 102.7 The Coyote Program Director and Morning Show Co Host.

102.7 Rodeo Radio will make a total of thirty eight appearances in the Las Vegas Valley including eight at Cowboy Christmas, three at the Thomas & Mack (home of the rodeo), two at the MGM Boot Barn Christmas Corral, one at Boot Barn, seven at The Gold Buckle Zone inside the MGM Hotel and Casino, four at the Wrangler Country Artist performances inside The Mirage Hotel and Casino, one at the SLS Las Vegas for "Bucking Fridays", four at the NFR After Parties inside Gilley's Country Saloon at Treasure Island Hotel and Casino, five at Margaritaville inside The Flamingo Hotel and Casio and three at Revolver inside Santa Fe Station Hotel and Casino.

The event is produced by Beasley Media Group, Inc., which owns 5 radio stations in Las Vegas. "The Rodeo brings almost 200,000 more visitors and millions of dollars to this community. Rodeo Radio is our way of showing our appreciation to the rodeo community for continuing to come back to our home for this amazing event" said Tom Humm, General Manager of Beasley Media Group, Inc., in Las Vegas.

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 52 stations (34 FM and 18AM) 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.

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