



Kris Daniels



Mike West

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## **Kris Daniels Gets a New Morning Co-Host!**

***102.7's "Mad Dog" Mike West moves up to a new, early post.***

**LAS VEGAS, NV—February 10, 2016 --** Beasley Media Group, Inc., a subsidiary of Beasley Broadcast Group, Inc. (NASDAQ: BBGI) today announced Mike West will be the new on-air personality, who will join Kris Daniels on KCYE 102.7. "Mornings with Kris and Mike" will launch on Monday, February 15 and will air from 5 a.m. to 10 a.m., Monday through Friday.

Mike West, also known as "Mad Dog" to 102.7's listeners, has been promoted from his night shift to a prime morning drive-time career, as he starts this co-host position.

"This is an amazing offer, and I am so excited to work with Kris Daniels!" said Mike. "I have been working nights with Beasley since 2010, just waiting for my big chance. It's a dream come true for me!"

"It's rewarding to grow such tremendous talent from within, and Mike West has truly earned this opportunity," commented Program Director Kris Daniels. "I had been searching carefully, trying to find my perfect co-host. After an extensive interview process, it quickly became clear that the ideal fit for my morning show was working right here, within our Vegas on-air staff!"

Mike West may be congratulated at [mike.west@bbgi.com](mailto:mike.west@bbgi.com).

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**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 18 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).