



NEWS ANNOUNCEMENT

NOVEMBER 17, 2016

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SUNNY 106.3, SOUTHWEST FLORIDA'S ORIGINAL CHRISTMAS STATION, IS SHARING THE HOLIDAY SPIRIT!

***Sunny 106.3 WJPT-FM has become "The Christmas Station"
Celebrating the Spirit of the Season with holiday programming!***

FT. MYERS, FLORIDA --THURSDAY, NOVEMBER 17, 2016 – As of today, *Sunny 106.3 WJPT-FM*, announces that it is broadcasting with a format switch to all holiday-themed music.

Sunny 106.3's holiday programming includes traditional and contemporary music for the whole family. Listeners are hearing standards such as Bing Crosby's "White Christmas," The Eagles' "Please Come Home for Christmas," and Brenda Lee's "Rockin' Around the Christmas Tree." Plus recent releases from artists like Johnny Mathis, Michael Bublé, Mariah Carey, and others. Additionally, you can listen online at www.sunny1063.com, or the FREE Sunny 106.3 app for Apple or Android devices.

Sunny 106.3 is also pleased to announce that Program Director Randy Sherwyn will host the 17th annual "Christmas Across The Lands," a radio Christmas show scheduled to air beginning at 6 a.m. November 25th, 9 a.m. December 17th, and Christmas Eve at 9 a.m. through Christmas Day. The heartfelt broadcast has become an annual signature event for troops stationed overseas and with ships at sea during the holiday season. This year, the show will bring holiday cheer and warmth to U.S. troops stationed in over 177 countries around the globe via American Forces Radio.

Vice President and Market Manager, Brad Beasley comments, "*Sunny 106.3's* holiday music line-up has become a Southwest Florida tradition. For more than a decade, it's been our way of wishing our community a Merry Christmas and a Happy New Year! All of us at Beasley are delighted that the switch has officially been made!"

About Beasley Media Group Southwest Florida:

Beasley Media Group, Inc. is a subsidiary of Beasley Broadcast Group, Inc. (NASDAQ: BBGI), which was founded in 1961 and today owns and operates 69 stations (50 FM and 19 AM) in 16 large- and mid-size markets in the United States. In the Fort Myers-Naples market, Beasley Media Group Southwest Florida owns four FMs and one AM, including: WRXK-FM 96.1; WWCN-FM 99.3; WXKB-FM 103.9; WJPT-FM 106.3; WJBX-AM 770 which can also be heard on two FM translators 104.3 FM and 101.5 FM. Additionally, "Playa 98.1" – an Adult Tropical format - can be heard through three FM translators at 98.1 and 96.5 in Lee County and 105.1 in Collier County. Beasley Broadcast Group is headquartered in Naples, Florida. For more information, please visit www.bbgi.com.

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