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Power 98 Charlotte, NC Announces Three New Hosts

Charlotte, NC – March 10, 2017-- Beasley Media Group's **Power 98/WPEG-FM "Charlotte's Plug For New Hip-Hop and R&B!"** announces details of recent staff changes.

After an extensive search, Jeff Anderson has hired Ya Girl Nikki for the Evening host on Power 98, heard weekdays from 7pm – Midnight. Nikki most recently served as a part-time on air announcer at WPEG's sister station (WZFX) in Fayetteville, NC.

Nikki's talent has caught my attention for years!" said Operations Manager Jeff *Uzi D* Anderson. "I'm totally convinced that Nikki's impressive work ethic, excellence in production, and outstanding energy will bring a needed boost to Charlotte's airwaves."

Additionally, Brian *Mr. Incognito* Robinson, who has served as afternoon talent, will shift into his new role as a new member of *The Maddhouse Morning Show*. He will also continue his duties as Power 98 Music Director.

"Mr. Incognito has proven himself as a creative and multi-talented team player, said Anderson. "His addition to the morning team is not only a major move, but he also compliments the team for a thriving future as an elite live and local morning show."

With Mr. Incognito moving to mornings, this means that the afternoon position will be filled by newcomer John *Sport E. Odie* Adams. Sport E. Odie is well known in Charlotte and has established a highly respectable and reputable street presence in the Queen City. He will host the afternoon shift from 3p.m.-7p.m., Monday through Friday.

"Sport E. Odie brings his impressive work ethic and passion for branding which he has already seen major success with in Charlotte," Added Anderson. "With his infectious energy and work he is already doing in the community, he is more than ready to take our team to new levels of success!"

About Beasley Media Group: Beasley Media Group, Inc., is a subsidiary of Beasley Broadcast Group, Inc. (NASDAQ: BBGI), which is celebrating its 56th year. Pro forma for the completion of announced divestitures, Beasley Broadcast Group owns and operates 63 stations (45 FM and 18 AM) in 15 large- and mid-size markets in the United States. In the Charlotte radio market, Beasley Media Group owns five FMs and one AM, including: WSOC-FM The New 103.7; WKQC-FM K104.7; WPEG Power 98; Urban AC WBAV/V101.9; WNKS-FM KISS 95.1; and, WBCN-AM 1660. Beasley Broadcast Group (NASDAQ: BBGI) is headquartered in Naples, Florida. For more information, please visit www.bbgi.com.

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