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## **BEASLEY MEDIA GROUP AND JACAPPS SCORE AN INDUSTRY FIRST: Customized WRIF iPhone Stickers!**

**DETROIT, MI – Thursday, May 11, 2017** -- Detroit's legendary Rock Station 101.1 WRIF "The Riff" is the first radio station to take advantage of Apple's new iOS stickers, with the release of the Dave & Chuck WRIF iPhone sticker pack, provided by jacapps, a Detroit-based application developer.

As a result of Apple's introduction of custom stickers to iPhone messages, WRIF listeners may begin to enjoy a selection of clever, whimsical images in their text messages. Listeners may download the Dave & Chuck WRIF sticker pack from a special section of the AppStore. Once installed, they can drag and drop the "stickers" into their text conversations. You can see how it works in this video: [vimeo.com/jacapps/stickers](http://vimeo.com/jacapps/stickers)

"WRIF has always been on the leading edge of technology," notes Beasley Detroit Market Manager Mac Edwards. "The Riff was the first radio station in Detroit to stream online, and it currently has the largest digital footprint of any radio station in the Midwest. So, when Dave & Chuck said they wanted their huge fan base to be able to use this technology to share images, catch phrases, and memes, we were proud to make their wishes come true!"

"We are committed to pioneering new methods of engagement between our audience and our brands," adds Beasley Media Group Digital EVP Steve Meyers. "This is a fun example of that commitment!"

"We were happy to be involved in the creation of customized iPhone stickers for Beasley," says jacapps COO Bob Kernen. "The Dave and Chuck Show is a phenomenon here in Detroit, and these stickers are going to be incredibly popular. It's another jacapps 'first' and we we're excited that Beasley Media Group led the way."

Jacobs Media President Fred Jacobs comments, "As someone who was personally involved with the original WRIF sticker craze back in the '70s, these virtual stickers are a wonderful evolution. And they're a great example of how traditional radio broadcasters can make optimal use of the digital tool kit. It's Bumper Stickers 2.0!"

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**101.1 WRIF is owned and operated by Beasley Media Group, Inc.**

**ABOUT BEASLEY MEDIA GROUP, INC:** Beasley Media Group, Inc., is a subsidiary of Beasley Broadcast Group, Inc. (NASDAQ: BBGI), which is celebrating its 56th year. Beasley Broadcast Group owns and operates 63 stations (45 FM and 18 AM) in 15 large- and mid-size markets in the United States. Approximately 19 million consumers listen to Beasley Media Group's stations weekly and millions regularly engage with the Company's brands and personalities. For more information, please visit [www.bbgi.com](http://www.bbgi.com).

**About jacapps:** Founded in Detroit in 2008, jacapps is a leading mobile application developer for the radio industry, which has developed more than 1,000 apps that have generated over 28 million downloads worldwide. For more information, visit [www.jacapps.com](http://www.jacapps.com).