



NEWS ANNOUNCEMENT

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(Four Headshots Embedded Below)

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BEASLEY ANNOUNCES TEAM OF DIGITAL SPECIALISTS TO OVERSEE THE COMPANY'S DIGITAL INITIATIVES

- Vice President of Digital Stacey Sedbrook Leads Beasley Broadcast's New Team of Regional Digital Directors-

NAPLES, Florida, February 4, 2014 – Beasley Broadcast Group, Inc. (NASDAQ: BBGI), a large- and mid-size market radio broadcaster, headquartered in Naples, Florida, announces the addition of three digital specialists to the corporate staff. Eddie Thorpe, Adam Meltzer and Carolyn Cope join the Company as Regional Digital Directors. They report to Vice President of Digital Stacey Sedbrook.

Hired for their digital sales expertise, these three Regional Digital Directors (RDD) work in partnership with local sales leadership in the eleven markets in which Beasley operates radio stations (28 FM and 16 AM) to develop digital strategies. Explains Executive Vice President and Chief Financial Officer Caroline Beasley, “By creating a new position of Regional Digital Director within our Company, and adding these highly qualified digital sales specialists to our corporate staff, we are making solid progress on our goal of building a strong, unified digital team to ensure the highest level of digital proficiency for Beasley.”

Adds Vice President of Digital Stacey Sedbrook, “The formation of this team will surely be the foundation of our success. Having the right people on my team is as important to me as having the right products and services to sell. Eddie, Adam and Carolyn were hand-selected for their talents, capabilities and, most importantly, their nimble thinking. Our objective is to drive revenues for our advertisers, especially those smaller businesses and growing brands in the communities we serve. To achieve this goal, our Regional Digital Directors will assist Beasley's local market sales teams in creating enhanced advertising campaigns that include digital products and services tailored to the specific needs of our existing and new clients.

Each of these new Regional Digital Directors brings to Beasley Broadcast Group experience and expertise in digital strategy, creative content sponsorships, SEM, SEO, social media, mobile, video, audience extension and retargeting.

Eddie Thorpe oversees the **Miami and Fort Myers-Naples, Florida** markets. He moves to the Beasley corporate office in Naples from Tampa, Florida and brings with him 14 years of digital experience, most recently working as the Senior Digital Director for the *Tampa Bay Times*. Prior to *Tampa Bay Times*, Eddie worked as the Regional Publisher for AOL / Patch.com, and held director level positions with Cox, *New York Times* and Media General digital departments in Tampa.

Adam Meltzer joins Beasley as the Regional Digital Director for **Philadelphia and Wilmington, DE**. Adam has ten years of new business development experience and seven years' experience selling digital media; most recently, working as Multi Media Sales Manager for Wicked Local. Prior to joining Wicked Local, the Atlanta native held positions with YP, Gannett and The Berry Company where he was Regional Sales Manager for a multi-state area.

Carolyn Cope will serve as the Regional Digital Director for Beasley's **Augusta, GA, Fayetteville, NC and Eastern NC** (Greenville-New Bern-Jacksonville) markets. She has seven years of new business development experience and most recently worked as Sr. Digital Account Executive of Major Accounts for Wicked Local. Prior to Wicked Local, Carolyn was the Director of Business Development for Prospectiv, Inc. where she spent three years developing new business relationships with ad agencies, media buyers, and major brands such as Kellogg's, P&G and Purina.

Finally, in addition to her management duties of leading and directing all of the Beasley's digital and interactive initiatives, Vice President of Digital **Stacey Sedbrook** will serve as Regional Digital Director for the Company's **Las Vegas** market. As a Colorado native, Stacey enjoys working with Beasley's only market located in the Rocky Mountain region. Prior to joining Beasley in August of 2013, Stacey was Senior Director of Digital Sales and Operations for Wicked Local-Gatehouse Media New England. Her past experience also includes serving as Gannett Corporate's Vice President of Local Digital, the *Dallas Morning News*' Director of Sales Training, the *Houston Chronicle's* Director of Online Sales, Marketing and Product Development, and the Denver Newspaper Agency's Director of New Media.

About Beasley Broadcast Group, Inc.

Founded in 1961, Beasley Broadcast Group, Inc., www.bbgi.com, is a radio broadcasting company that owns and operates 44 stations (28 FM and 16 AM) located in eleven large- and mid-size markets in the United States. The Company also operates one station in the expanded AM band in Augusta, GA.

Four Headshots:



VP Digital Stacey Sedbrook



Eddie Thorpe



Adam Meltzer



Carolyn Cope