

## NEWS ANNOUNCEMENT

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Rafe D'Amico

### **RAFE D'AMICO NAMED BEASLEY BROADCAST GROUP'S VICE PRESIDENT OF STRATEGIC PARTNERSHIPS**

- Newly Created Position Oversees Intensified Efforts to Develop Deeper Partnerships  
with Advertisers and Agencies -

NAPLES, Florida, December 15, 2014 ó Beasley Broadcast Group, Inc. (NASDAQ: BBGI), a large and mid-size market radio broadcaster, announces the promotion of Rafe D'Amico to Vice President of Strategic Partnerships, a newly established position created to develop additional revenue through enhanced relationships with advertisers and agencies. D'Amico will retain his duties as National Sales Manager (NSM) for Beasley's Las Vegas and Wilmington, DE markets and will add NSM duties for Charlotte, NC. This appointment is effective immediately and he reports to Executive Vice President of Sales Heather Monahan.

Based in New York City, Rafe will oversee an intensified Beasley Broadcast effort to develop non-traditional and event revenue in all of its markets by creating and enhancing station events, and expanding integrated media offerings. Opportunities to develop deeper partnerships with current Beasley advertisers and agencies, untapped SMBs, (small- to medium-sized businesses) and other media companies will also be explored to further amplify this effort.

A Philadelphia native, Rafe joined Beasley Broadcast's Philadelphia cluster of radio stations in 2008 in the dual role of local sales manager and digital sales manager for *Wired 96* WRDW-FM and 92.5 WXTU-FM. He was promoted to national sales manager in 2009 for both of these stations. Despite growing up in the shadow of Villanova, Rafe studied Media Arts at the University of Arizona and began his media career while still attending college in 1998.

Monahan says, "We are looking forward to expanding our offerings for our advertisers through Rafe's creative efforts. Rafe has proven his ability to create unique and deep engagement opportunities for advertisers across various platforms as our NSM, so this extension to a new position of VP Strategic Partnerships is a natural next step."

Rafe D'Amico comments, "I'm grateful to continue my career with the Beasley family and ecstatic to lead this initiative for the company. I am equally excited to begin working with our newest Beasley teammates in Charlotte and Tampa. With the large cluster of stations we now operate in those two markets and with Beasley's

clusters in Las Vegas, Fayetteville, Fort Myers, New Bern, and Augusta, we recognize the dynamic opportunities we have to grow relationships with our advertising partners and the local communities we serve."

Rafe Damico can be reached by phone 610-724-2893 and email, [rafe.damico@bbgi.com](mailto:rafe.damico@bbgi.com).

About Beasley Broadcast Group, Inc.

Founded in 1961, Beasley Broadcast Group, Inc., [www.bbgi.com](http://www.bbgi.com), is a radio broadcasting company that owns and operates 53 stations (33 FM and 20 AM) located in twelve large- and mid-size markets in the United States. The Company also operates one station in the expanded AM band in Augusta, GA. Approximately 7.7 million consumers listen to Beasley radio stations weekly over-the-air, online and on smartphones and tablets and millions regularly engage with our brands and personalities through digital platforms such as Facebook, Twitter, text, apps and email.

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