



NEWS ANNOUNCEMENT

APRIL 1, 2015



.jpg attached: Shannon Kelley

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BEASLEY BROADCAST GROUP NAMES SHANNON KELLEY CORPORATE DIRECTOR OF DIGITAL CONTENT

- Kelley Promoted From Director of Digital Content for Beasley Media Group, Charlotte, NC to
Newly-Created Corporate Position -

NAPLES, Florida, April 1, 2015 - Beasley Media Group, Inc., a subsidiary of Beasley Broadcast Group, Inc., has appointed Shannon Kelley to the newly-created position of Corporate Director of Digital Content. In this capacity, Ms. Kelley is focused on designing and implementing an actionable digital content strategy with the intention of expanding the company's brands in the digital space, while increasing traffic to websites, streams and apps. She is based in Charlotte, NC and reports to VP of Programming Justin Chase. Beasley Broadcast Group is a large- and mid-size market radio broadcasting company that operates 53 stations (33 FM and 20 AM) located in 12 markets.

Most recently, Shannon served as Director of Digital Content for the Beasley Media Group Charlotte cluster, which includes 5 FM and 2 AM radio stations. She began her career in broadcast media with CBS Radio in May of 2000 at the inception of the company's digital presence. Working her way up the ladder from Webmaster to Digital Content Manager and then to Digital Content Director for the 7 station Charlotte cluster, Shannon and her team received the CBS Radio Music Stations Digital Content Market of the Year award for Medium Markets in 2012. She joined Beasley Media Group through the CBS/Beasley market swap in late 2014. Shannon is a graduate of the University Of South Carolina with a BA in Experimental Psychology.

Vice President of Programming Justin Chase comments, "We were impressed with Shannon from the moment Beasley entered the Charlotte market. Her vast knowledge of the digital space, innovative ideas, and her longtime leadership of the successful Charlotte Digital Content team made her a great choice for this new and vital position."

Shannon Kelley adds, "The opportunity to work with product, programming and market webmasters in creating innovative digital content experiences for Beasley's listeners is an exciting one; and inspiring the digital professionals within our Company to reach new levels of success in this important area is a personal and professional goal that I can't wait to achieve."

Shannon Kelley can be reached at 704.227.8703 and shannon.kelley@bbgi.com.

About Beasley Media Group, Inc.

Beasley Media Group, Inc. is a subsidiary of Beasley Broadcast Group, Inc., 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. Founded in 1961, Beasley Broadcast Group, Inc. (NASDAQ: BBGI) is headquartered in Naples, Florida. 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 the Company's brands and personalities through digital platforms such as Facebook, Twitter, text, apps and email. For more information, please visit www.bbgi.com.