



## NEWS ANNOUNCEMENT

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### **Beasley Media Group Aligns with Zipwhip to Drive Listener Engagement**

NAPLES, Florida, May 11, 2015 - Beasley Media Group, Inc., a subsidiary of Beasley Broadcast Group, Inc., has aligned with Zipwhip, Inc., a cloud texting platform and service provider, to ease the way in which Beasley radio stations and their listeners interact through texting conversations. The initial rollout incorporated Zipwhip's technology into 18 Beasley Media radio stations across 5 markets. Beasley Media Group is a large- and mid-size market radio broadcasting company that operates 53 stations (34 FM and 19 AM) located in 12 markets.

Zipwhip's technology equipped the radio stations with the technology that enables the stations to send and receive text messages using their existing call-in request or studio line telephone numbers. The 18 Beasley Media radio stations - located in Tampa, FL; Fort Myers-Naples, FL; Las Vegas, NV; Charlotte, NC; and Fayetteville, NC - were among the first in the United States to send and receive text messages using existing call-in request or studio lines.

"Today Beasley has taken a leadership position in their industry by adopting new innovative technologies and investing in the advancement of radio-to-listener engagement," says Zipwhip Director of Market Development Kelsey Klevenberg. Alignment with tier-one carriers like Verizon, AT&T, and Sprint help Zipwhip to provide an immediate texting solution for stations, enabling them to send and receive texts the same day they sign up.

As opposed to the traditional texting option for radio stations, short codes, Zipwhip's technology enables Beasley stations to create a more seamless conversational texting strategy. Texting lowers the barrier separating radio-listening consumers and advertisers in a way that is less pervasive and intrusive than current strategies such as email or online display ads. Beasley stations rely on two-way messaging to build trust and loyalty and ultimately to increase overall engagement by listeners. An added benefit is that stations can offer a new sponsorship opportunity with their text enabled request or studio line.

Beasley Vice President of Digital Product Development Kimberly Sonneborn comments, "The biggest selling point for using Zipwhip is that it gives listeners the ability to text directly to the request line, a phone number that is already familiar to them. This eliminates the need to remember a call-in number and a short code." She adds, "Everyone is texting now; it has become a preferable way in which to enter contests and connect with station personalities. When turning on this service, our program directors were shocked to discover how many people are already trying to text the studio number! Personalities love it; the interface is intuitive and mobile friendly so that it can be managed in the studio or off-air, allowing the talent another simple way to connect directly to their listeners."

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 (34 FM and 19 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](http://www.bbgi.com).