



NEWS ANNOUNCEMENT

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Image: Mike Martin

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BEASLEY MEDIA GROUP LAS VEGAS WELCOMES MIKE MARTIN: DIGITAL SALES DIRECTOR

LAS VEGAS, Nevada -- Nov 2, 2015 – Beasley Media Group, Inc. a subsidiary of Beasley Broadcast Group, Inc. (NASDAQ: BBGI) has appointed Mike Martin to the position of Digital Sales Director for the Company’s cluster of five radio stations in the Las Vegas market. Mike joins Beasley Media Group Las Vegas, after his recent commitment to a full-service digital agency, Hagadone Digital, based in Hawaii, where he served as Director of Digital Services.

Mike has a broad knowledge in on-line advertising and marketing, including: web development and design; Search Engine Marketing (SEM) and Search Engine Optimization (SEO); display and programmatic banner advertising; social media; e-mail marketing; business automation; print, radio and broadcast media; cable television; and digital audio/video productions. His ability to recognize and stay ahead of trends and create solutions has helped businesses gain an on-line presence. His track record includes Hagadone Digital, AdTaxi, Digital First, The Denver Post, Media News Group, Advance Digital, Propel Marketing and Gatehouse Media, many of which grew from start-ups into impressive double-digit million dollar revenue companies.

“We’re impressed with Mike’s ability to identify and synthesize multi-channel programs that generate results,” said Cory Cuddeback, Director of Sales, Beasley Media Group Las Vegas. “We know Mike recognizes and stays ahead of business trends and creates innovative solutions that will lead to new revenue growth. Most importantly, Mike has developed digital solutions that get real results for businesses. His approach to upfront research, engagement and conversion, supported by analytics and optimization, is a digital sales formula that works.”

“I’m ready and eager to join Beasley Media Group Las Vegas, which is an ideal fit for my skills,” said Mike Martin. “I feel at home with Beasley’s Las Vegas team. We’re perfectly positioned for a digital sales boom. I’m a hands-on sales trainer at heart. Can’t wait to get started!”

About Beasley Media Group Las Vegas

Beasley Media Group, Inc. is a subsidiary of Beasley Broadcast Group, Inc., a radio broadcasting company that owns and operates 52 stations (34 FM and 18 AM) located in twelve large- and mid-size markets in the United States. In the Las Vegas radio market, Beasley Media Group owns four FMs and one AM, including: KKLZ-FM 96.3; KCYE-FM 102.7; KOAS-FM 105.7; KVGs-FM 107.9; and, KDWN-AM 720. Founded in 1961, Beasley Broadcast Group (NASDAQ: BBGI) is headquartered in Naples, Florida. For more information, please visit www.bbgi.com

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