



## NEWS ANNOUNCEMENT

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### LORI HEEREN RETURNS TO BEASLEY MEDIA GROUP AS DIRECTOR OF STRATEGIC SALES

**NAPLES, Florida – November 3, 2015** – Beasley Media Group, Inc., a subsidiary of Beasley Broadcast Group, Inc. (NASDAQ: BBGI) today announced the appointment of Ms. Lori Heeren to Director of Strategic Sales. She will be based in the Naples, Florida headquarters, where she will work with Beasley's 52 radio stations to develop live events across the company platform.

Lori is returning to Beasley after leaving her role as the Vice President and General Manager of Reno Media Group, where she recently led the cluster's eight stations to become the top-billing cluster in the Reno/Tahoe market.

"We are thrilled to welcome Lori back to Beasley in an expanded role, where she will be able to impact all of our properties," said Chief Revenue Officer Heather Monahan. "Lori will be assuming a newly-created position where she will be empowered to use her creativity and vast network of brand partnerships to develop native advertising solutions through our events, concerts and broadcast offerings."

In 2011, Lori Heeren was named Director of New Business Development for Beasley's Las Vegas radio cluster, where she launched creative, popular events such as *Divas' Day Out*, which generated immediate national attention. "This opportunity to return to Beasley after four years is a highlight of my radio career," added Lori. "I have so many new ideas, which are ready to come to life at Beasley. The Director of Strategic Sales position is my dream job!"

A veteran radio executive, Lori Heeren's career includes CBS Radio in Las Vegas, where she served both as a General Sales Manager and the Director of Sales, producing major events like *Bite of Las Vegas* and *Petapalooza* and creating other community happenings such as *Las Vegas Women's Fair*, *Kids' Mix*.

Before she was promoted to Director of Sales for CBS Radio, Lori's professional history includes her role as General Sales Manager at Americom in the early 1990's, when Howard Stern debuted in Las Vegas. Lori's profession path led her to Seattle to work as General Sales Manager at EZ Communications KBKS- FM, followed by her return to Las Vegas, to serve as General Sales Manager for KMXB Mix 94.1.

In addition to her numerous Electronic Media Awards. Lori Heeren is a recipient of *Radio Ink's* annual Radio Wayne "Streetfighter of the Year" award, which honors outstanding sales and management professionals. Lori is the past Treasurer for the Nevada Broadcasters' Association and a former Miss Teenage America. Lori and her husband Blake will reside in Naples, Florida, with the younger of their two sons.

About Beasley Media Group: 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. 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).

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