

NEWS ANNOUNCEMENT

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102.7 The Coyote KCYE-FM Switches from “RODEO RADIO” to 102.7 “SANTA FM”

LAS VEGAS, NV. Monday, December 14, 2015 — 102.7 The Coyote KCYE-FM, a Beasley Media Group, Inc. radio station, has changed its moniker, with a nod to the holidays! Listeners have begun to hear holiday music on “102.7 Santa FM” after the switchover, which began on Sunday, December 13 at 12:01am (PST).

This is the second temporary moniker change since November 30, for 102.7 KCYE, which had been broadcasting as “102.7 Rodeo Radio” during the recent 2015 Wrangler National Finals Rodeo, in Las Vegas.

102.7 Santa FM will be known as “The Valley’s Christmas Station” in promotions, offering family-friendly content and music, mixed with lively interaction with listeners. An “Elf on the Shelf” contest will be launched through an “Elf on the App” app. Each day, a picture of the elf will be featured on the app and people will have a chance to guess to win prizes. The audience will guess where the Elf is hidden in the Las Vegas Valley. Listeners will be encouraged to submit their Christmas Wish List through the app, for Santa Claus to read back, on air!

“We are not just planning to play rounds of traditional holiday music,” said Beasley Media Group Vice President of Programming Justin Chase. “We are going to share the joys of the season, with listeners of all ages!”

“I have been told from a very merry source, we are the only authorized station in Las Vegas featuring hourly updates on Santa’s progress from the North Pole by using the NORAD Santa Tracker!” added Las Vegas Program Director Kris Daniels. “By offering fun elements like tracking Santa, Elf on the App and asking Santa to read kids Christmas lists, 102.7 SANTA FM will be festive and fun for the whole family!”

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 52 stations (34 FM and 18AM) 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; KVG5-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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