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Jeff Hickcox

**Beasley Welcomes Homecoming of Promotions and Events Director**  
*Jeff Hickcox Returns to SWFL Cluster*

**Ft. Myers, Florida – Feb 3, 2016** -- Beasley Media Group’s veteran community promotions professional Jeff Hickcox has returned to the Southwest Florida cluster of radio stations, where he is serving as Director of Promotions and Special Events. His radio career covers more than two decades with Beasley, including his “gigs” as on-air talent for B103.9 and Sunny 106.3.

“We welcome Jeff’s return to our team!” said SWFL Market Manager Brad Beasley. “With more than 25 years of radio experience in our dynamic Southwest Florida cluster, Jeff knows how to pitch, promote and host our events like a pro!”

Jeff launched into his radio career shortly after he served two tours of duty in the U.S. Air Force. Jeff remains active in his community, supporting several Southwest Florida charities, including the Juvenile Diabetes Research Foundation, the American Cancer Society, and the Golisano Children’s Hospital. Jeff was born in Edinburgh, Scotland but has been a Southwest Florida resident most of his life.

“I have the greatest respect for the entire Beasley family,” added Jeff. “The Beasley Media Group is the finest broadcasting company in the business and I couldn’t be happier to be back. I have been enjoying promoting our amazing Beasley team. It really feels like I’ve come home!”

Jeff may be congratulated at [Jeff.Hickcox@bbgi.com](mailto:Jeff.Hickcox@bbgi.com).

About Beasley Media Group Fort Myers –Naples- Marco Island-Southwest Florida: Beasley Media Group, Inc., a subsidiary of Beasley Broadcast Group, Inc., is 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 Fort Myers-Naples – Marco Island SWFL market, Beasley Media Group owns four FMs and one AM, including: WRXK-FM 96.1; WWCN-FM 99.3; WXKB-FM 103.9; WJPT-FM 106.3; and, WJBX-AM 770. Additionally, Beasley owns “The Link” - a modern adult contemporary format, which can be heard through four FM translators at 96.5 and 98.1 in Lee County and 101.5 and 105.1 in Collier County. Founded in 1961, Beasley Broadcast Group (NASDAQ: BBGI) is headquartered in Naples, Florida. For more information, please visit [www.bbgi.com](http://www.bbgi.com).