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BEASLEY MEDIA GROUP LAUNCHES LITE 101.5 IN LAS VEGAS

Las Vegas, Nevada (June 1st, 2017): Beasley Media Group, Inc., a subsidiary of Beasley Broadcast Group, Inc. (NASDAQ: BBGI) announces the launch of the new Lite 101.5 FM in Las Vegas. The station will feature Today's Hits and Yesterday's Favorites from a wide variety of artists like Maroon 5, Adele and Madonna. The station will kick-off with 10,000 songs in a row commercial free.

"Lite 101.5 is the perfect choice for the Adult Modern Listener who feels Variety is important in their music taste," said Operations Manager John Candelaria. "The station has a playlist that includes the best songs from the 80s, 90s, sprinkled in with some 70s and Today's Hits from Maroon 5, Adele and Bruno Mars. The new format is a great addition to our Las Vegas Cluster of stations. This is a very exciting time for Beasley Media as we grow in the Las Vegas Market."

"We are pleased to add a 6th station to the Beasley Las Vegas Radio group, said Market Manager Tom Humm. "Lite 101.5 FM will further complement our iconic brands and program to the affluent adult audience utilizing the Adult Contemporary format. Beasley Media Group continues to expand its entertainment assets to serve both our listeners and client's needs, providing great music, news and information to our community."

"Beasley is now the premiere cluster of radio stations in Las Vegas, particularly when it comes to serving the female audience, said Executive Vice President of Programming Justin Chase. "This station only makes it stronger. I want to congratulate Tom Humm, John Candelaria and the engineering department for giving us a top quality product!"

For more information, please go to: <http://litefmvegas.com/>

About Beasley Media Group:

Beasley Media Group, Inc. is a subsidiary of Beasley Broadcast Group, Inc., which owns and operates 63 stations (45 FM and 18 AM) in 15 large- and mid-size markets in the United States. Approximately 19 million consumers listen to Beasley radio stations weekly over-the-air, online, on smartphones and tablets and 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.

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