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## **BEASLEY MEDIA GROUP'S NEW b98.7 LAUNCHES ALL CHRISTMAS MUSIC IN TAMPA**

Tampa, Florida (November 6, 2017): Beasley Media Group, Inc., a subsidiary of Beasley Broadcast Group, Inc. (NASDAQ: BBGI) announces beginning today, the new b98.7 will become Tampa Bay's new official Christmas Station, playing all Christmas music from now through Christmas Day.

b98.7 will be playing the widest variety of Christmas music from the classics you love to today's favorites.

"Kristi and I are big fans of Christmas music and the memories that it brings to so many people," said Program Director and Morning Show Host Chadd Thomas. Morning Show Co-Host Kristi added, "This year, especially, with the devastation from all of the hurricanes, the Las Vegas tragedy and all of the bad news stories, there are a lot of people that are craving the comfort that the Christmas season brings more than ever. We are thrilled to be able to provide that."

Beasley Media Group Tampa officially launched the new B98.7 on January 5th. The Mainstream Adult Contemporary station kicked off with 10,000 songs in a row, featuring Today's Hits and Yesterday's Favorites from a wide variety of artists like Maroon 5, Pink and Journey.

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](http://www.bbgi.com).

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