



Lance Hale

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## **BEASLEY'S WRXK / 96K-ROCK NAMES LANCE HALE AS NEW PROGRAM DIRECTOR**

**Fort Myers , Florida--- June 14, 2016** - Beasley Media Group, Inc. a subsidiary of Beasley Broadcast Group, Inc., (NASDAQ: BBGI) today confirmed Lance Hale has been named Program Director at the longtime leading Fort Myers station WRXK / 96K-ROCK.

With more than more than 14 years of programming experience, including a stint as Music Director /Assistant PD for WJBX in Ft. Myers, Lance Hale will return to Beasley to take the WRXK Program Director's reins on Tuesday, July 5. Lance will replace Jeff Zito, who has moved up the Gulf Coast to work as Program Director at Beasley's WBRN / 98.7 NO RULES ROCK in Tampa.

"We are eager to get Lance back on board at Beasley!" said Beasley's Ft Myers Operations Manager Adam Star " "Lance has already worked successfully with us. He's the perfect PD to lead K-ROCK into the future!"

"Lance is absolutely the best choice to step into the critical Program Director role at K-ROCK," commented Beasley's Vice President of Programming Justin Chase. "Lance's knowledge of the market, his passion for the format and his solid programming skills will serve this important 30-year heritage station well."

"Thanks to all of my friends at Beasley for showing such devotion to me, and welcoming me back on your team, Added Lance. There's nothing better than this PD job at K-ROCK! I can't wait to get started! Let's rock!"

**About Beasley Media Group Fort Myers –Naples- 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 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, "The Link" - a modern adult contemporary format - 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).