



96k. rock
SOUTHWEST FLORIDA'S ROCK STATION



Ron Miller / AKA: Ron Way

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**BEASLEY'S WRXK 96K-ROCK NAMED
RON MILLER AKA "RON WAY" AS NEW PROGRAM DIRECTOR/ ON-AIR TALENT**

Estero, Florida -- Aug 1, 2016 - Beasley Media Group, Inc. a subsidiary of Beasley Broadcast Group, Inc., (NASDAQ: BBGI) today confirmed Ron Miller has been named Program Director at the longtime leading Fort Myers station WRXK / 96K-ROCK. His first day is today, Monday, August 1. He will serve as Program Director, but also will go on air as "Ron Way" from Monday- Friday 10am -2 pm ET.

Ron's childhood home is on the Gulf Coast of Florida in Bradenton/Sarasota. From the age of 15, he was part of the Florida music scene, drumming in some of the area's most popular bands. His life has been dedicated to music and radio, serving in both PD and on-air positions from Sarasota, Florida to Reno, Nevada.

"Ron is back in Florida and he's here to stay!" said SWFL Operations Manager Adam Star. It's time to add Ron as a new member of the Beasley Media Group family, right here near his home in Southwest Florida. Ron will be a star in the PD role but we also we want to get this talented man on the air!"

Ron added, "I'm ready to rock the Gulf Coast again! What are we waiting for? Let's do this now! Start me up!"

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About Beasley Media Group Fort Myers –Naples- Southwest Florida:

In the Fort Myers-Naples – Marco Island SWFL market, Beasley Media Group owns the following: WRXK-FM 96.1; WWCN-FM 99.3; WXKB-FM 103.9; WJPT-FM 106.3; and, newly- introduced WJBX on 104.3 FM , 101.5 FM and AM 770. . Additionally, Beasley owns "The Link" - a modern adult contemporary format, which can be heard through three FM translators at 96.5 and 98.1 in Lee County 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.