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Beasley Media Group Southwest Florida Introduces...

Playa 98.1, Salsa y Mas!

Estero, FL --September 14, 2016 -- The newest radio station in Southwest Florida from the Beasley Media Group, **Playa 98.1** (WRXK-HD2) will feature Salsa, Merengue, Bachata and more, by artists such as Marc Anthony, Juan Luis Guerra, Gilberto Santa Rosa, Luis Enrique - *Y MUCHOS MAS!!!!*. Playa 98.1 is the new Latin station that celebrates rhythms of "*Salsa y Mas!*" (*Salsa and More!*)

"Now, Southwest Florida is dancing with the new Playa 98.1!" said Operations Manager Adam Star. "This station is filled with Superstar Latin Artists and we are ready to bring this special format to Southwest Florida. Just tune into **Playa 98.1** and start listening to **10,000 songs** in a row!"

Market Manager Brad Beasley added "We are excited to bring Playa 98.1 to Southwest Florida. I have talked to numerous listeners, who think there is a need for a great Latin radio station. We are proud of the Beasley Media Group's programming team, which includes our own Adam Star as well as WYUU Tampa Program Director Nio Fernandez, for providing another choice in the market!"

About Beasley Media Group - Southwest Florida:

Beasley Media Group, Inc., a subsidiary of Beasley Broadcast Group, Inc., is a radio broadcasting company that owns and operates 53 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, "Playa 98.1 - a Latin format - can be heard through three FM translators at 98.1 and 96.5 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