



L to R: Kristi and Chadd Thomas

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BEASLEY LAUNCHES THE NEW B98.7
Totally New Format Starts Today!

Tampa, Florida – January 5, 2017 - Beasley Media Group Tampa announces a new Mainstream Adult Contemporary station, ready to launch today. The New B98.7 will kickoff at 5:45pm (EST) 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.

"Our entire staff is geared up to launch B98.7, a seamless complement to our cluster of Classic Hits, Country, Spanish CHR, Rhythmic CHR and Financial Talk!" said Tampa Market Manager Kent Dunn. "Our programming team put together an amazing product that will surely be a success in Tampa and St. Pete!"

The station soon will feature Tampa's top-rated AC Morning Show stars **the popular married couple "Chadd & Kristi" Thomas**, who will host the station's "10,000 Songs in a Row" until the new show debuts on Monday, Feb 6.

"Chadd and I are absolutely delighted to be part of creating a new radio station! We are excited about our new home for our special brand of radio in Tampa Bay, which is a place we cherish and where we have chosen to raise our family!" said Kristi.

"We are thrilled to be part of the Beasley Media Group family, which shares our love of family, community and, of course, the awesome power of radio!" added Chadd.

"For nearly two decades, Chadd & Kristi have developed a deep relationship with the Tampa listening audience and we are thrilled they decided to join us in the process of building a new and great AC brand in the market," added Justin Chase, EVP of Programming, Beasley Media Group. "Both Chadd and Kristi are all about family and community, which is a perfect fit for Beasley's company culture. We expect great things from them and The New B98.7!"

About Beasley Media Group Tampa:

Beasley Media Group, Inc. is a subsidiary of Beasley Broadcast Group, Inc. which, inclusive of announced divestitures, owns and operates 69 stations (50 FM and 19 AM) in 16 large- and mid-size markets in the United States. Approximately 20.1 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. In the Tampa-St. Petersburg-Clearwater radio market, Beasley Media Group owns five FMs and one AM including: WLLD- FM 94.1; WQYK-FM 99.5; WRBQ-FM 104.7; WYUU-FM 92.5; WBRN-THE NEW B98.7; and, WHFS-AM 1010. Founded in 1961, Beasley Broadcast Group (NASDAQ: BBGI) is headquartered in Naples, Florida. For more information, please visit www.bbgi.com.

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