



Image: Lori Burgess

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## **LORI BURGESS NAMED INTEGRATED MARKETING STRATEGY CONSULTANT FOR BEASLEY MEDIA GROUP**

**NAPLES, FLORIDA – May 1, 2017** -- Beasley Media Group, Inc., a subsidiary of Beasley Broadcast Group, Inc. (NASDAQ: BBGI) today announced that it has retained Lori Burgess as an Integrated Marketing Strategy Consultant.

Lori has earned a stellar reputation as an authority in content and advertising alignment, with a focus on building revenue through creative multi-platform marketing and new media solutions.

"I'm absolutely delighted to work with Beasley Media Group, particularly at this transitional time," noted Lori. "I'm eager to help Beasley develop and nurture new revenue streams, which will engage its audience and deliver for Beasley's advertisers."

Lori's portfolio includes more than two decades in the publishing industry, providing generation of profit and growth for iconic brands such as The Hollywood Reporter, Prevention Magazine, Conde Nast's Mademoiselle and House & Garden; Elle Magazine; Seventeen Magazine, and Niche Media.

"Lori's consulting style fits perfectly with our vision of growth for Beasley Media Group," added CEO Caroline Beasley. "Lori's award-winning strengths include her proven ability to forge relationships between corporations and their strategic partners. Additionally, Lori's progressive, advanced techniques will assist our company in providing our consumers with the 24/7 access they deserve, along with the content they value. We are pleased to welcome Lori to Beasley Media Group."

Lori's national awards span 20 years, however her notable honors in 2016 include: Pixel Award Finalist R3 Summit.com Best Event/ Conference Website; MIN Best of the Web Finalist for R3 Summit.com, Best Custom Website.

**About Beasley Media Group, Inc.:** Beasley Media Group, Inc. is a subsidiary of Beasley Broadcast Group, Inc., which is headquartered in Naples, Florida. Pro forma for the completion of announced divestitures, Beasley Broadcast Group owns and operates 63 stations (45 FM and 18 AM) in 15 large- and mid-size markets in the United States. Beasley Broadcast Group, Inc. was founded in 1961 by George G. Beasley who remains the Company's Chairman of the Board. Approximately 19 million consumers listen to Beasley radio stations weekly over-the-air, online on smartphones and tablets and millions regularly 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).