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## **DAN FRISBIE NAMED VICE PRESIDENT OF DIGITAL SALES AT BEASLEY MEDIA GROUP**

Naples, Florida (November 20, 2017): Beasley Media Group, Inc., a subsidiary of Beasley Broadcast Group, Inc. (NASDAQ: BBGI) announces Dan Frisbie has been named Vice President of Digital Sales at Beasley Media Group. He will officially begin the newly created position on Monday, November 20th, 2017.

Frisbie, a seasoned 17 year digital sales leader, most recently founded Frisbie Consulting, LLC, where he helped clients with media/digital/mobile/video sales strategies and operations, including CRM implementation and process, forecasting and pipeline analysis, seller hiring and coaching, compensation and commission structures, product positioning and marketing, account penetration and analysis, and industry introductions.

Previous to that, Frisbie served as the executive vice president of sales at Jun Group, where he led the company's national media sales efforts and eight years as the vice president of sales at iHeartRadio. While there, the digital veteran helped to build the organization's digital sales offering and solutions for advertisers.

Frisbie also held senior roles at Performics, Fathom Online, Looksmart and Spinway.

"We are thrilled to bring Dan on board to lead digital revenue growth at Beasley Media Group," said Beasley Media Group Executive Vice President of Digital Steve Meyers. "Dan's experience, enthusiasm and passion for digital, especially as it relates to the radio space, is a perfect complement for our goals to aggressively grow our digital presence and capabilities for our brands and our clients."

"I am excited to be joining the great team at Beasley Media Group," said Frisbie. "I am a firm believer in the power of radio and the strong relationship that stations have with their local audiences. I look forward to advancing the company's digital sales offering from a local, regional and national standpoint with a media company that is best positioned to succeed in this rapidly changing environment."

Frisbie holds a Bachelor's of Arts in Communications from the State University of New York at Albany.

About Beasley Media Group, Inc.

Beasley Media Group, Inc. is a subsidiary of Beasley Broadcast Group, Inc., which owns and operates 63 stations (45 FM and 18 AM) in 15 large and mid-size markets in the United States. Approximately 19 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. For more information, please visit [www.bbgi.com](http://www.bbgi.com).

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