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BEASLEY MEDIA GROUP'S WCSX-FM TO HOST COLD AS ICE FISHING TOURNAMENT

DETROIT, MI (January 9, 2018): Beasley Media Group, Inc., a subsidiary of Beasley Broadcast Group, Inc. (NASDAQ: BBGI) announces the return of the 94.7 WCSX-FM COLD AS ICE Ice Fishing Tournament. The event will take place at Lake St. Clair Metropark on Saturday, January 27, 2018 from 7a.m. to 4p.m.

Fishermen and fisherwomen who participate in the tournament will compete for a variety of prizes for the top 10 catches. The First place prize of \$1,000 will be awarded to the lucky individual who catches the heaviest perch! In addition, a \$500 cash prize will be given for the largest Pike and \$250 for the heaviest pan fish.

Station on-air personalities will broadcast live from inside the WCSX-FM Warming Tent. In addition, there will be plenty of food, beverages and great classic rock on-site throughout the day!

Pre-registration is available now at WCSX.com. The first 200 people who register will receive a limited-edition "WCSX Cold As Ice" knit cap. All ages are welcome. Minors must be accompanied by an adult. The registration fee is \$25 per person.

For additional details, please visit www.WCSX.com. 94.7 WCSX-FM is owned and operated by Beasley Media Group, Inc.

About Beasley Media Group:

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.

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