



**\* Sent as Embargoed Release – Please do not announce until Friday, January 15<sup>th</sup> \***

**MEDIA ALERT**

**JANUARY 14, 2010**

**BEASLEY LAUNCHES 1480 EL PUENTE! (The Bridge)  
FRIDAY, JANUARY 15<sup>th</sup>, 2010**

***- Augusta's First Hispanic Contemporary Radio Station --***

**WHO:** 1480 El Puente! a Beasley Broadcast, Augusta radio station.

**WHAT:** The launch of Augusta's first Hispanic Contemporary radio station - 1480 El Puente!

1480 El Puente!, which translates to The Bridge, features music from core artists such as Juanes, Daddy Yankee, Shakira, Aventura and Paulina Rubio.

By tuning to 1480 on the AM dial, Augusta area listeners can expect to hear Salsa, Bachata, Reggaeto, Traditional and Hispanic Rock.

1480 El Puente! targets Adults 18-44.

For more information, tune into 1480 El Puente! or visit [www.1480elpuente.com](http://www.1480elpuente.com).

**WHEN:** Friday, January 15<sup>th</sup>, 2010 at 12:01 a.m.

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