



NEWS ANNOUNCEMENT FOR IMMEDIATE RELEASE

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Contact:

Mac Edwards
VP/Market Manager
Beasley Broadcast Fayetteville
910.486.4114/ mac@bbgi.com

Denyse S. Mesnik, APR
Dir of Corporate Communications
Beasley Broadcast Group, Inc.
239.263.5000/ email@bbgi.com

BEASLEY-FAYETTEVILLE WELCOMES DIRECTOR OF SALES

- *Becky Gilreath "Returns Home" to Oversee Sales Efforts for Six-Station Cluster -*

FAYETTEVILLE, NC, February 17, 2010 - Beasley Broadcast - Fayetteville is pleased to announce the appointment of North Carolina native, Becky Gilreath, as Director of Sales (DOS) for Beasley's six-radio station cluster in Fayetteville. Gilreath will report to Mac Edwards, Vice President and Market Manager.

A seasoned sales professional, Gilreath brings twenty-five years of experience in sales and sales management in radio, television and newspaper to her new position as DOS for Beasley's Fayetteville cluster that includes *95.7 Carolina's Best & Most Country WKML-FM, Classic Hits 96-5 The Drive WFLB-FM, Foxy 99 WZFX-FM, Kiss 107.7 WUKS-FM, WTEL-AM 1160 and AM 1490 Music & Memories WAZZ-AM.*

Most recently, Gilreath served as Regional Sales Manager for a five-station group in Green Bay, Wisconsin. During the course of her multi-faceted career, she sold for KNMZ in Albuquerque, KKFM in Colorado Springs and WNOE/WRNO in New Orleans. She sold locally and regionally for WRDU, WRSN, WTRG and WDCG in Raleigh, and served as General Sales Manager (GSM) for WSSX and WSUY in Charleston. Additionally, Gilreath served as GSM for WRVA and WTVR in Richmond and as Local Sales Manager for KQQL in Minneapolis.

Born and raised in Elizabethtown, NC, Becky began her radio career 25 years ago at Beasley's WGSS-FM (which became WKML) in Fayetteville. "I am thrilled to be coming home to North Carolina and to BBGI," states Gilreath. "We have a great group of stations here and I am happy to be rejoining the Beasley family."

Mac Edwards, adds, "Becky joins a veteran team consisting of the best sales managers and account executives in the market. She brings a special level of expertise, energy, and leadership that's sure to invigorate our sales and marketing efforts. Equally, we're pleased to have her back home in North Carolina, where the summers are warm and the tea is sweet!"

About Beasley Broadcast -Fayetteville

In the Fayetteville market, Beasley's six radio stations include *95.7 Carolina's Best & Most Country WKML-FM, Classic Hits 96-5 The Drive WFLB-FM, Foxy 99 WZFX-FM, Kiss 107.7 WUKS-FM, WTEL-AM 1160 and AM 1490 Music & Memories WAZZ-AM.* Foxy 99 WZFX broadcasts with HD Radio™ technology and multicasts a sister station, Positive Hip Hop 99.1 HD2 that can be accessed by tuning an HD Radio receiver to 99.1 HD2. For more information, please visit www.bbgi.com.

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