



**For Immediate Release**

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## **ESPN DEPORTES RADIO EXPANDS TO PHILADELPHIA**

*- Radio Network Launches This Week on Beasley Broadcast Group's WWDB-AM 860 to Deliver Great Sports Programming to Philadelphia's Hispanic Community -*

**Philadelphia, Pennsylvania and Naples, Florida, July 28, 2010 -- ESPN, Inc. announced today that ESPN Deportes Radio, the only 24/7 national Spanish-language sports radio network in the U.S., will launch August 2<sup>nd</sup> on Beasley Broadcast Group's WWDB-AM 860 as Philadelphia's only Spanish-language sports radio network.**

**"We are thrilled to offer ESPN Deportes Radio to Philadelphia's large Hispanic sports audience," said Jim Roberts, Executive Director, ESPN Radio Affiliate Sales. "This affiliate agreement with Beasley exemplifies the growth of our ESPN Deportes Radio platform on the east coast and we are delighted to be working with Beasley, a leader in the Philadelphia market."**

**Beasley Market Manager, Natalie Conner, commented, "The Hispanic community accounts for about 12% of Philadelphia's population and the addition of ESPN Deportes Radio at WWDB reflects our commitment to bringing listeners in the market the most relevant and entertaining programming. It is imperative for radio broadcasters to offer listeners formats that cater to their interests and the needs of the local community. By doing so, we build successful radio stations and great advertising platforms for sponsors."**

**"This is cause to celebrate for numerous reasons," said Oscar Ramos, senior director and general manager. "Launching ESPN Deportes Radio in Philadelphia presents great opportunities for the ESPN Deportes Radio brand, our advertising, and affiliate partners to further interact with Hispanic sports fans at a local level. This relationship with Beasley Broadcast in Philadelphia also represents a great step forward to reach our goal of making ESPN Deportes Radio available to Hispanic sports fans nationwide. "**

**With this new affiliate, ESPN Deportes Radio now reaches over fifty percent (50%) of the Hispanic population in the U.S. ESPN Deportes Radio offers a variety of sports talk programming and events, including exclusive, national Spanish-language broadcasts of Major League Baseball's All-Star Game, League Championship Series, and World Series, Spain's La Liga, CONCACAF Champions League, Major League Soccer, Superliga, Copa América soccer tournament, NASCAR and much more. ESPN Deportes Radio also features sports news talk, including top-rated show "Jorge Ramos y su Banda" which provides soccer analysis**

(More)

from the most respected sports journalists in the U.S.; *“Raza Deportiva,”* which covers the latest sports information and news; *“ESPN al Despertar,”* the radio network’s morning drive talk show; and *“A los Golpes”* which offers weeknight listeners a fast-paced overview of the latest news in the world of boxing. For a full schedule of ESPN Deportes Radio programming line-up visit [www.espndeportesradio.com](http://www.espndeportesradio.com).

#### About ESPN Radio

ESPN Radio is the nation’s largest sports radio network, providing more than 9,000 hours of talk and event content to nearly 750 non-duplicative stations reaching more than 20 million listeners\* each week. ESPN Radio’s nearly 350 full-time affiliates, offering round-the-clock programming, include owned stations in New York, Los Angeles, Chicago, Dallas and Pittsburgh. Additionally, ESPN Radio is the exclusive national radio network for the NBA, Major League Baseball and the Bowl Championship Series, Kentucky Derby, and also broadcasts 17 regular-season college football games.

ESPNRadio.com is the most listened to sports radio destination online, with more than 260,000\*\* monthly listeners. Additionally, sports fans can access all of ESPN Radio's daily content on demand through ESPN Radio Insider (part of ESPN.com's premium content section, *ESPN Insider*). ESPN Radio content is also available via ESPN's 40 original free podcasts on iTunes and ESPN's PodCenter, which are downloaded more than 1.5 million times per week. \* Knowledge Networks/SRI \*\* AndoMedia WebMetrics

#### About ESPN Deportes Radio

ESPN Deportes Radio is the Spanish radio station that serves Hispanic sports fans in the United States. Since its launch, the radio network has grown to include 46 affiliates throughout the country reaching more than 50% of the Hispanic population in the U.S. The station is also available via SIRIUS Satellite Radio. For more information please visit: [www.espndeportesradio.com](http://www.espndeportesradio.com)

#### About Beasley Broadcast Group

Founded in 1961, and based in Naples, FL, Beasley Broadcast Group, Inc. is a radio broadcasting company that owns and operates 42 stations (26 FM and 16 AM) located in eleven large- and mid-size markets in the United States. The Company also operates one station in the expanded AM band in Augusta, GA.

In the Philadelphia market, Beasley owns four radio stations, *860 WWDB-AM*, *92.5WXTU-FM Philadelphia’s Country Station*, *Wired 96.5 WRDW-FM*, and *800WTMR-AM*. WXTU and WRDW multicast sister stations with HD Radio™ technology, available to those with access to an HD Radio receiver. For more information, please visit [www.bbg.com](http://www.bbg.com).

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