



For Immediate Release

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MIAMI DOLPHINS WINNING BIG IN BROADCAST BOOTH

- SportsRadio 560 WQAM-AM presents Cefalo, Mandich and Rose in groundbreaking three-man broadcast booth -

MIAMI, Florida, November 26, 2007 – Three-man radio booths are unusual in pro sports, and when the three pros in the Miami Dolphin’s broadcast booth all happen to be former Dolphins, you have a truly unique situation. In fact, the Miami Dolphins are the only NFL franchise with three former players in the booth and *SportsRadio 560 WQAM* is thrilled to have snagged the talented trio!

WQAM has created a broadcasting “dream team” - Jimmy Cefalo, Jim Mandich and Joe Rose - three distinctively different, entertaining and insightful personalities. The chemistry that exists between these former players and friends comes through loud and clear.

Cefalo, Mandich and Rose are all veterans of the team’s radio booth – but not as a broadcast team. Rose and Mandich are the color commentators with Cefalo calling the play-by-play this season for games on WQAM and 16 other Florida stations in the Miami Dolphins Radio Network – the largest affiliate network in team history.

“As good as they were on the field,” commented Joe Bell, WQAM Vice President and Market Manager, “Cefalo, Mandich and Rose are even better in the booth.”

Game broadcasts are part of “Dolphins Sunday on QAM” with over ten hours of game-day coverage, starting with “Countdown to Kickoff,” four hours of pre-game coverage. Just prior to kickoff, fans hear directly from Coach Cameron as the coach discusses the game with Jimmy Cefalo. Post-game, fans tune into “Fins Final,” three hours of post-game coverage.

(More)

The “Big Dog” Joe Rose, a former tight end who played six seasons for the Dolphins from 1980 to 1985, also co-hosts the station’s new morning show, “The Big Dog and Jax,” with ESPN veteran Jason Jackson, weekdays from 7 to 10 a.m., and continues as sports anchor for NBC-6 in Miami and Fort Lauderdale. Rose is most famous for catching Dan Marino’s first career touchdown pass.

A key member of the historical, 1972 Miami Dolphins undefeated team, Jim “Maddog” Mandich played professionally with the Dolphins from 1970 to 1977. He was a 2004 inductee into the College Football Hall of Fame. As Dolphins color commentator on WQAM from 1992 to 2004, Mandich commented, “I’m delighted to be working Dolphins games again, it’s the most fun you can have in broadcasting.” Dol-Fans look forward to hearing his signature call, “Allriiiiiight Miami!”

Former wide receiver, Jimmy Cefalo, played six seasons for the Dolphins, including two Super Bowls (XVII and XIX.) His 76-yard touchdown reception from Quarterback David Woodley still ranks as the fifth-longest in Super Bowl history. In 1984, Cefalo caught the Dan Marino pass that broke the most touchdown passes in a season record. With his movie-star looks, Cefalo is also known for his sports broadcasts on local and national TV, as well as for hosting a variety of game shows.

Commenting on WQAM’s three-man booth in his column, headlined “Trio works well for Dolphins,” the *Miami Herald’s* Barry Jackson said, “Mandich and Rose have made it work by interacting effectively and allowing each other room to opine.” “Not only are Mandich and Rose consistently candid in their criticism,” he continued, “but they’re far tougher on the Dolphins than the network analysts.”

About WQAM-AM:

SportsRadio 560 WQAM-AM is a Beasley Broadcast Group, Inc. (NASDAQ: BBGI) radio station. Founded in 1961, Beasley Broadcast Group is a radio broadcasting company that owns or operates 44 stations (27 FM and 17 AM) located in 11 large- and mid-size markets in the United States. In the Miami market, in addition to *Sports Radio 560*, Beasley owns *Power 96* WPOW-FM and *99.9 KISS Country* WKIS-FM, all of which broadcast with HD Radio™ technology available to those with access to an HD Radio receiver. *Power 96* WPOW-FM and *99.9 KISS Country* WKIS-FM multicast sister stations that can be accessed by tuning an HD Radio receiver to HD2 at their respective dial positions. For more information, visit www.bbgi.com.

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