



**NEWS ANNOUNCEMENT
FOR IMMEDIATE RELEASE**

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**BEASLEY BROADCAST GROUP ANNOUNCES THE 2010 WINNERS
OF ITS ANNUAL OPERATING AWARDS**

NAPLES, Florida, August 30, 2010 – Beasley Broadcast Group, Inc. (NASDAQ: BBGI), is pleased to announce the winners of its annual Company Operating Awards. Each year, at the Company’s annual gathering of General Managers, Beasley recognizes noteworthy achievements, operating success and contributions from individual Beasley employees and radio stations over the preceding twelve months. The 2010 honorees include:

- Tom Humm – General Manager of the Year / Las Vegas Market
- Leo Baldwin – Program Director of the Year / Philadelphia Market
- Cory Cuddeback – Sales Manager of the Year / Las Vegas Market
- Kelly Baldwin – Business Manager of the Year / Philadelphia Market
- Richard Gallow – Engineer of the Year / Southwest Florida Market
- 96.3 KKLZ FM – Radio Station of the Year / Las Vegas Market

“As Beasley’s Founder, Chairman and CEO, honoring excellence within our Company is the one of the most enjoyable aspects of my job,” commented George G. Beasley. “It is my great pleasure to recognize five professionals who have excelled in their respective roles and whose efforts have contributed greatly to our Company’s success this past year. Additionally, it is my privilege to acknowledge an entire staff that elevated their radio station to become Beasley’s ‘Radio Station of the Year’ for 2010. The work ethic and dedication all of these men and women bring to their jobs each and every day is truly impressive and greatly appreciated.”

The “General Manager of the Year” selection is based on the overall operation of the station or stations under his or her management. This year’s winner, **Tom Humm**, joined the Company in 2008 as Market Manager for Beasley’s Las Vegas properties. A Las Vegas native, Mr. Humm’s successful radio career spans 30 years in his hometown. In a relatively short period of time, Mr. Humm built a phenomenal team that under his leadership generated tremendous year-over-year growth for all three Beasley Las Vegas radio stations. These stations include: 96.3 KKLZ-FM, 102.7 *Coyote Country* KCYE-FM and Newstalk 720 AM KDWN.

Beasley bestows an annual “Program Director of the Year” award to recognize the important task of providing creative and compelling content, and consistent ratings leadership. **Leo Baldwin**, Program Director for *Wired 96.5* WRDW-FM in Philadelphia, was selected for consistently achieving strong ratings (# 1 in their target demographic of 18-34 year-olds) in a very competitive landscape. Baldwin joined Beasley Broadcast in 2005 and this is the second straight year in which Leo has received this prestigious award.

Cory Cuddeback, General Sales Manager for Beasley’s Las Vegas radio stations, was recognized as “General Sales Manager of the Year.” A radio veteran of 20 years, Mr. Cuddeback capably led the Las Vegas sales team this past year and is celebrated for achieving revenue increase in same-station, year-over-year sales despite an extremely tough market.

Business Manager for five radio stations in the Philadelphia and Wilmington markets, **Kelly Baldwin**, was selected as the 2010 “Business Manager of the Year.” Ms. Baldwin joined the Company in 1997 and this is the third time that she has been so honored for demonstrating excellence in all areas of the stations’ business operations including financial reporting, accounts receivable and payable management, payroll and human resources. In the Philadelphia market, Beasley radio stations include: 92.5 WXTU-FM, *Wired 96.5* WRDW-FM, 860 AM ESPN Deportes Radio and 800 AM WTMR. Additionally, Beasley owns and operates 99.5 WJBR-FM in Wilmington, DE.

Engineers play a vital role in the successful operation of a radio station. **Richard Gallow**, a 24-year Beasley employee, walks away with top honors as the 2010 “Engineer of the Year.” Mr. Gallow was recognized for single-handedly managing all engineering aspects of five radio stations, as well as overseeing the completion of a large tower project on time and under-budget. Mr. Gallow joined Beasley in 1986 and became an engineer in Beasley’s Southwest Florida market in 1990. Today, as the SW Florida Director of Engineering, he manages both the Engineering and IT departments of the Company’s Southwest Florida cluster, which includes: *96 K-Rock* WRXK-FM; *B 103.9* WXKB-FM; *Sunny 106* WJPT-FM; *99X* WJBX-FM; 770 ESPN Radio WWCN-AM; and four additional HD Radio™ channels.

Last, but certainly not least, **96.3 KKLZ-FM** in Las Vegas was selected as Beasley’s “Radio Station of the Year” based on solid overall ratings and revenue as well as commendable community service. We salute Market Manager, Tom Humm, Program Director, Justin Chase, and the entire team of 96.3 KKLZ professionals who played an essential role - on-air, in sales and working the business office - in achieving not only this Company honor, but also the prestige of being selected as a 2010 National Association of Broadcasters Marconi Awards Finalist.

About Beasley Broadcast Group

Founded in 1961, Beasley Broadcast Group, Inc. is a radio broadcasting company that owns or operates 42 stations (26 FM and 16 AM) located in 11 large- and mid-size markets in the United States. The Company also operates one station in the expanded AM band in Augusta. For more information, please visit www.bbgi.com.