



**NEWS ANNOUNCEMENT  
FOR IMMEDIATE RELEASE**

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**MIAMI MARKET SPORTS VETERAN JOE ROSE INKS TWO-YEAR DEAL TO  
CONTINUE AS WQAM MORNING PERSONALITY**

*- The "Big Dog" Joe Rose Talks Sports Weekday Mornings on Sports Radio 560 -*

MIAMI, Florida, August 31, 2010 – *Sports Radio 560* WQAM-AM, a Beasley Broadcast radio station, announces today that Miami market radio veteran and former Miami Dolphins Tight End, Joe Rose, has extended his contract with Beasley. With the two-year extension, Joe continues entertaining sports enthusiasts weekday mornings from 6:00 a.m. – 10:00 a.m. on *Sports Radio 560* WQAM through September of 2013.

The "Big Dog" Joe Rose has been a part of WQAM's on-air family for nearly 20 years. A native of Marysville, California, he played college football for University of California, Berkley. Joe was drafted by the Miami Dolphins, playing Tight End for the team from 1980 through 1985. One of many highlights from Joe's career was catching Dan Marino's first NFL Touchdown Pass. In addition to his duties at WQAM, Joe serves as the sports anchor for WTVJ, NBC 6 and is also part of the Miami Dolphins radio broadcast team.

Speaking to his renewed contract, Joe Rose commented, "It brings me great pleasure to continue my weekday mornings behind the microphone and also my affiliation with South Florida's top sports station. I'm very excited about the direction WQAM is taking."

Vice President and Market Manager for Beasley's South Florida cluster, Joe Bell, commented "Great teams start with great players, and Joe Rose is one of the best. Keeping Joe as one of our cornerstones was crucial to WQAM's long-term strategy."

About Beasley Broadcast Miami

In the Miami market, Beasley's three radio stations include *Power 96* WPOW-FM, *99.9 KISS Country* WKIS-FM, and *Sports Radio 560* WQAM-AM, 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, *96 Dash 2 Pirate Radio* and *Outlaw Country* formatted *Gretchen 99.9* respectively, that can be accessed by tuning an HD Radio receiver to HD2 at their respective dial positions. For more information, please visit [www.bbgi.com](http://www.bbgi.com).

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