FOR IMMEDIATE RELEASE

BET EXPERIENCE YOUTH PROGRAM OFFERS MUSIC INDUSTRY CAREER EDUCATION AND WORKSHOPS TO LA AREA HIGH SCHOOL STUDENTS DURING THE BET EXPERIENCE AT L.A. LIVE on FRIDAY, JUNE 28 – 30, 2013

LOS ANGELES, CA – (April 8, 2013) – AEG and BET NETWORKS education initiative, Next Level, in partnership with the GRAMMY® Museum, will provide a free, three-day educational and empowerment program for Los Angeles area high school students ages 16–18 who are interested in careers in the music industry during the BET Experience at L.A. LIVE, June 28–30, 2013. Students will learn about careers in music including event production, music journalism, as well as the history and impact of African American culture in music.

“We’re so thrilled to expand the impact of the BET Experience to include a music education element,” said Debra L. Lee, Chairman and CEO of BET Networks. “We will create an environment where students interested in a career in music have the opportunity to get a unique educational and empowerment program.”

The BET Experience Youth Program begins on Friday, June 28th, with a full day of educational activities at the GRAMMY® Museum including a guided tour of the BET exhibit featuring Lifetime Achievement Award recipients curated especially for the BET Experience at L.A. LIVE and the first of several scheduled lectures over the course of the program. On Saturday, June 29th, students will have the opportunity to attend a Music Matters Showcase.
concert, attend a live taping of “106 & PARK” and engage in a Q&A with the hosts, as well as attend a rehearsal of the BET Awards show. On Sunday, June 30th, BET Experience Youth Program attendees will attend the “SUNDAY BEST” concert featuring Kirk Franklin & Friends, visit the Genius Talk seminars and participate in a Fan Fest Educational Scavenger Hunt. To conclude the program, students will attend the BET Awards ’13 telecast.

“AEG is committed to increasing educational opportunities for young people, especially in the area of music education,” said Martha Saucedo, Executive Vice President, External Affairs of AEG. “We are pleased to provide a hands on opportunity for students to learn about pathways to a career in the music and entertainment industries.”

Eligible students may apply for the BET Experience Youth Program online at www.lalive.com/betexperienceyouthprogram. A total of 40 students will be selected to participate. In addition to the online application, students are required to include a letter of recommendation from a teacher and write a 1–2 page essay on the history of African American music and its impact on their lives.

About BET Experience at L.A. LIVE:
The BET Experience is an exciting weekend consisting of concerts from A–list talent at STAPLES Center, Nokia Theatre at L.A. LIVE and Club Nokia, the BET Film Festival, Fan Festival, live tapings of 106th & Park, The BET GRAMMY® Museum exhibit, Music Matter Stage, BET Revealed Seminars and the BET Awards. For the first time ever, tickets to the BET Awards show are available to the public through VIP ticket packages. For more information and to purchase tickets to the events, visit www.BETExperience.com.

About BET Networks
BET Networks, a subsidiary of Viacom Inc. (NASDAQ: VIA, VIA.B), is the nation’s leading provider of quality entertainment, music, news and public affairs television programming for the African–American audience. The primary BET channel reaches more than 90 million households and can be seen in the United States,
Canada, the Caribbean, the United Kingdom and sub-Saharan Africa. BET is the dominant African-American consumer brand with a diverse group of business extensions: BET.com, a leading Internet destination for Black entertainment, music, culture, and news; CENTRIC, a 24-hour entertainment network targeting the 25- to 54-year-old African-American audience; BET Digital Networks – BET Gospel and BET Hip Hop, attractive alternatives for cutting-edge entertainment tastes; BET Home Entertainment, a collection of BET-branded offerings for the home environment including DVDs and video-on-demand; BET Event Productions, a full-scale event management and production company with festivals and live events spanning the globe; BET Mobile, which provides ringtones, games and video content for wireless devices; and BET International, which operates BET in the United Kingdom and oversees the extension of BET network programming for global distribution.

About BET Awards
The BET AWARDS is one of the most watched award shows on cable television according to the Nielsen Company. The BET AWARDS franchise remains as the #1 program in cable TV history among African-Americans, and it is BET’s #1 telecast every year. It recognizes the triumphs and successes of artists, entertainers, and athletes in a variety of categories.

About AEG
AEG is one of the leading sports and entertainment presenters in the world. AEG, a wholly owned subsidiary of the Anschutz Company, owns or is affiliated with a collection of companies including more than 100 of the world’s preeminent facilities such as STAPLES Center (Los Angeles), The Home Depot Center (Carson, CA), Best Buy Theater (Times Square, New York), Sprint Center, (Kansas City), Rose Garden Arena (Portland), Target Center (Minneapolis), Mercedes-Benz Arena (Shanghai, China), MasterCard Center (Beijing, China), O2 World Hamburg, Allphones Arena (Sydney, Australia), Ericsson Globe Arena (Stockholm, Sweden), O2 World Arena (Berlin, Germany) and The O2 arena and entertainment district (London, England), which are all part of the portfolio of AEG Facilities. Developed by AEG, L.A. LIVE is a 4 million square foot / $2.5 billion downtown Los Angeles sports, residential & entertainment district featuring Nokia Theatre L.A. LIVE; Club Nokia; a 54-story, 1001-room convention “headquarters” destination; along with entertainment, restaurant and office space that officially opened in 2010.

AEG Live, the company’s live-entertainment division, is the world’s second largest concert promotion and
touring company, and is comprised of touring, festival, exhibition, broadcast, merchandise and special event divisions with fifteen regional offices. AEG Global Partnerships, a division responsible for worldwide sales and servicing of sponsorships naming rights and other strategic partnerships. In 2010, AEG launched its AEG 1EARTH environmental program with the announcement of 2020 environmental goals and the release of the industry’s first sustainability report. And in 2011, AEG introduced AXS Ticketing, the first phase of its new entertainment platform serving as the company’s primary consumer brand, which also will feature a mobile service as well as a video content service now in development. For additional information, visit www.aegworldwide.com.

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