

French Montana, Snoop Dogg, Nick Cannon, Wale and Tyrese among Talent Headed to the BET Experience @ L.A. LIVE Fan Fest Presented by Coca-Cola®

Janelle Monae, Terrell Owens, Omarion, Keri Hilson, Too Short and More Lead All-Star Lineup of Talent Confirmed for Sprite® Celebrity Basketball Game and Fan Fest Main Stage

The Free BET Fan Fest Takes Place at the Los Angeles Convention Center Saturday and Sunday

BET Experience at L.A. LIVE Takes Place June 25-28, 2015

#BETX / #BETAWARDS

LOS ANGELES--(BUSINESS WIRE)-- Today, **BET NETWORKS** and **AEG** announced a star studded lineup for the highly anticipated Sprite® Celebrity Basketball Game and BETX Stage appearances at the BET Experience at L.A. LIVE presented by Coca-Cola®. Fan Fest is free for attendees and has fun activations and engaging activities for all ages at the Los Angeles Convention Center Saturday, June 27 and Sunday, June 28, 2015 from 12:00 p.m. - 9:00 p.m. PT.

Participants in Saturday's hot ticket Sprite® celebrity basketball game include **Snoop Dogg, Nick Cannon, French Montana, Terrell Owens, Omarion, Keri Hilson, Wale,** and **Soulja Boy** alongside guest announcers, **former NBA All Star Baron Davis** and **ESPN's Jemele Hill**. Additionally, retired NBA player and current NBA analyst, **Kenny "The Jet" Smith**, will guest judge the annual celebrity Slam Dunk Contest along with Washington Wizards' **John Wall**, who will also coach the game along with **Tyrese**, recently named the first-ever "Mayor" of BET Experience. Tip off for the Sprite® celebrity basketball game is at 1:00 p.m. PT and will be streamed LIVE to fans at home on www.bet.com.

On Saturday, June 27, fans will also be able to attend free concerts all afternoon, including an "LA to the BAY" set with performances by **Too Short, Cypress Hill** and **Vince Staples**; and an electrifying performance by **Wondaland** presented by **Janelle Monae** in honor of her joint venture with Epic Records. The free concerts continue Sunday with "Inspiration Nation" featuring spiritual artists **Lecrae** and **Dee-1**; Latin Stage with **Los Rakas**; and Carnival with **Machel Montano** and more!

As previously announced, BET Networks will make its return to Los Angeles for the weekend long music festival, the BET Experience at L.A. LIVE presented by Coca-Cola®, June 25 - 28, 2015. Teaming up with AEG, one of the leading entertainment companies in the world and developer/operator of L.A. LIVE and STAPLES Center, the BET Experience at L.A. LIVE presented by Coca-Cola® will feature some of today's hottest artists including **Kevin Hart, Nicki Minaj, Ice Cube, Snoop Dogg** and **Kendrick Lamar**. The four day event will showcase the best in music, comedy concerts, entertaining and interactive activations at the FREE fan festival, "106 & PARK" tapings, seminars and celebrity appearances.

Tickets for the BET Experience at L.A. LIVE presented by Coca-Cola® are on sale now. Single day STAPLES Center show tickets are priced as low as \$59.50, while 3-day STAPLES Center concert ticket packages start at \$169.50. For fans looking to roll like a VIP throughout the biggest summer weekend in entertainment, the VIP packages are the only way to purchase "BET AWARDS" tickets, get great seats to the STAPLES Center shows, and exclusive access your friends will envy. Quantities are limited, so order now at <http://www.axs.com/betexperience>.

Follow BET Experience on Twitter @betexperience for the latest and greatest and join the conversation by using #BETX. Feel free to also check us out online at <http://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](http://www.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.

BET EXPERIENCE AT L.A. LIVE PRESENTED BY COCA-COLA®

BET Networks, an entertainment powerhouse, and AEG, one of the leading entertainment companies in the world and developer/ operator of L.A. LIVE, have teamed up once again to create the BET EXPERIENCE AT L.A. LIVE (BETX), June 25 - 28, 2015 presented by Coca-Cola®. This three-day festival will be filled with music and comedy concerts taking place at Club Nokia and STAPLES Center; "106 & PARK"; FREE BET Fan Fest at the Los Angeles Convention Center including seminars, celebrity basketball games, celebrity meet & greets; and other special appearances. The weekend will be capped off with the "BET Awards" on Sunday, June 28, 2015 at Nokia Theatre L.A. LIVE.

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), StubHub Center (Carson, CA), Best Buy Theater (Times Square, New York), Sprint Center, (Kansas City), 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 / \$3 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 addition to overseeing privately held management shares of the Los Angeles Lakers, assets of AEG Sports include franchises such as the LA Kings, LA Galaxy and Houston Dynamo and the Amgen Tour of California cycling stage race. 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, a comprehensive entertainment platform serving as the company's primary consumer brand, including AXS Ticketing, which provides fans the opportunity to purchase tickets directly from their favorite venues via a user-friendly ticketing interface, Examiner.com and the AXS TV network. For additional information, visit <http://www.aegworldwide.com>

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