



April 21, 2016

BET Networks Truly Adores Late Legendary Artist Prince with 48 Hour Music Marathon across Four Channels

#BETRemembersPrince

NEW YORK--(BUSINESS WIRE)-- BET Networks preempted its originally scheduled programming today at 1 PM ET/PT to pay tribute to the life of music icon Prince with a marathon of the prolific artist's videos across its four channels for up to 48 hours on BET, BET Soul, BET Jams and Centric

"The news of Prince's passing weighs heavily on our hearts. He was a musical prodigy, a beautiful spirit and fashion provocateur who influenced American culture. With a career that spanned four decades, his contributions to music are immeasurable. His influence transcended race, gender and religion. He was unapologetic about his individuality and was the embodiment of what it means to be a true artist. Because of that, he was magnetic to the world. Prince was the personification of black excellence. He graced the BET stage countless times, and in 2010, humbly accepted the Lifetime Achievement Award at the BET Awards." said Debra Lee, Chairman and CEO, BET Networks "Icon. Legend. Innovator. Friend. His legacy of brilliance and creativity will forever live on. We will remember him and miss him dearly."

The network will also remember the legendary musician's contributions to music, film, and pop culture on its digital and social platforms using the hashtag #BETRemembersPrince. For more updates on this developing story, please visit www.bet.com.

BET Jams

4/21 @ 1pm - 4/23 @ 1pm

BET Soul

4/21 @ 4pm - 4/23 @ 4pm

BET

4/21 @ 4pm - 4/22 @ 6am

Centric

4/21 @ 4pm - 4/22 @ 6am

About BET Networks

BET Networks, a subsidiary of Viacom Inc. (NASDAQ: VIA, VIA.B listed NYSE: 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 African-American Woman; BET Music Networks - BET Jams, BET Soul and BET Gospel; BET Home Entertainment; BET Live, BET's growing festival business; BET Mobile, which provides ringtones, games and video content for wireless devices; and BET International, which operates BET around the globe.

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