

## Nearly 7 Million Viewers\* Tuned in to the March 4 Premiere Night of "THE GAME" Season 7 and "LET'S STAY TOGETHER" Season 4 on BET

**[THE GAME](#) Season 7 and [LET'S STAY TOGETHER](#) Season 4 Reign As This Year's #1 & #2 Sitcom Premieres on All Cable Among Women 18-49**

NEW YORK--(BUSINESS WIRE)-- BET Networks commanded Tuesday night, March 4, 2014, with the season seven premiere of [THE GAME](#) and the season four premiere of [LET'S STAY TOGETHER](#). For the night, [THE GAME](#) season seven premiere ranked as the #1 telecast in Cable and was a top 10 TV telecast among Adults 18-49. [THE GAME](#) season seven premiere on Tuesday night delivered 3.4 million viewers during its initial 10 p.m. ET airing. The encore starting at 11:30 p.m. ET attracted 1 million viewers. [LET'S STAY TOGETHER](#) season four premiere at 11 p.m. pulled in 1.7 million viewers.

[THE GAME](#) season seven premiere leads as #1 sitcom telecast on all cable among women 18-49 (1.4MM) this season and is the #1 scripted series premiere among adults 18-49 on all cable (2.1MM) for the year. [LET'S STAY TOGETHER](#) season four also stands strong as this year's #2 sitcom premiere on all cable among adult women (W18-49 & W18+), only behind [THE GAME](#) season seven.

[THE GAME](#) and [LET'S STAY TOGETHER](#) also brought the digital heat! The official hashtags for [THE GAME](#) (#thegameBET) and [LET'S STAY TOGETHER](#) (#LST) each trended #1 on Twitter. In anticipation of the premiere, [THE GAME](#) Facebook page crossed the 7 million fans mark this week. In the last week alone, content from the page has generated over 31M impressions resulting in at least 1.2 million actions taken on the page since then. (Source: Facebook insights)

Day of premiere page views to [BET.com](#) doubled versus last year and were at their highest levels ever for a premiere of [THE GAME](#) and [LET'S STAY TOGETHER](#). Video views to [BET.com](#) grew 60% vs. the 2013 premiere day and users to [BET.com](#) grew 24% vs. the 2013 premiere day. (Source: Omniture Site Catalyst)

For video sneak peeks and first looks of the new season of [THE GAME](#) and [LET'S STAY TOGETHER](#), visit their official pages respectively at [BET.com/TheGame](#) and [BET.com/Letsstaytogether](#). Viewers can also find series updates on Facebook by liking the fan pages at [facebook.com/BETthegame](#) and [facebook.com/LetsStayTogether](#). Also, join the conversation about the shows on Twitter by using hashtags: [#thegameBET](#) and [#LST](#); follow the shows for all updates & special surprises [@thegameBET](#) & [@letsstay2gether](#). For more information about these series visit [www.BET.com](#).

[THE GAME](#) is a half hour comedy that takes a behind-the-scenes look at the "dysfunctional" football family of the San Diego Sabers, as they navigate fame, relationships and the pressures of professional football. [THE GAME](#) is executive produced by Mara Brock Akil, Salim Akil, Kenny Smith, Erica Montolfo-Buro and Kelsey Grammer.

[LET'S STAY TOGETHER](#) was created by Jacque Edmonds Cofer. Jacque is also the show's Executive producer along with, Dana Owens (Queen Latifah) and Shakim Compere. [LET'S STAY TOGETHER](#) is a BET Studios Original Production

For more information about BET programming, visit [www.BETpressroom.com](#).

\*Includes premiere & encores of THE GAME & LET'S STAY TOGETHER

Source: BET Corporate Market Research via Nielsen (Fast Nationals & NPower | LIVE + SAME DAY DATA)

### About BET Networks

BET Networks, a subsidiary of Viacom Inc. (NASDAQ: VIA, VIAB), 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.

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