

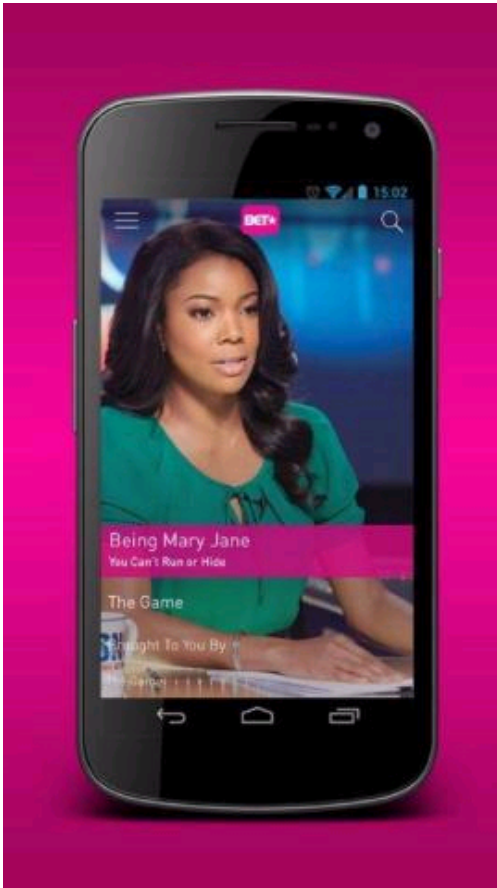
BET Networks Launches Its First Ever Brand App - BET NOW

Functionalities Include TV Everywhere Authenticated On-Demand Viewing of Its Award-Winning Shows

The New BET App is Available for iPhone, iPad and Android smartphones and tablets

Download now for free at the App Store or Google Play Store

NEW YORK--(BUSINESS WIRE)-- BET Networks today announced the launch of its first ever brand app: BET NOW. Beginning today, fans can download the new app for free on iPhone, iPod Touch, iPad and Android devices. BET NOW is currently available in the App store or Google Play Store.



"With BET NOW, users are one download away from consuming some of their favorite BET shows on their tablets and phones" said Brandon Lucas, Vice President and General Manager of BET Mobile. "Apps are an increasingly important part of the mobile eco-system given the ubiquity of smart phones, the ability to have a direct connection to our consumers, and the growing rate of video consumption on these devices."

BET NOW provides fans access to a library of full episodes of some of their favorite current shows including The Game, Let's Stay Together, Being Mary Jane, Real Husbands of Hollywood and 106 & Park as well as hit classics. Users can access this content via TV Everywhere authentication - a process whereby users verify their subscription through their TV provider. It is now available to 55 million households across more than 20 distributors, including some of the largest, such as AT&T U-verse, Cablevision, Cox, DIRECTV, Time Warner Cable, and Verizon FiOS. Motions®, a trusted source in multi-textured hair care and styling, is the BET NOW launch sponsor.

For more information go to BET.com/NOWapp.

Join the conversation at #BETNOWapp.

About BET Digital

BET Digital is the interactive arm of BET Networks, a subsidiary of Viacom Inc. (NASDAQ: VIA, VIAB) and the nation's leading provider of quality entertainment, music, news and public affairs television programming for the African-American audience. BET.com, the sole online destination for BET, is a leading Internet destination for Black entertainment, music, culture, and news. Other properties within BET Digital include BET Mobile, which provides apps, ringtones, games and video content for wireless devices; BET Video On Demand (VOD), the largest On Demand service providing African-American content; and the BET Vertical Ad Network, the leading advertising network targeting the high quality African-American consumer with more than 150 content publishers.

BET Networks' first ever brand app: BET NOW is now available for free download in the App store or Google Play Store. For more info go to BET.com/NOWapp. (Photo: Business Wire)

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.

Photos/Multimedia Gallery Available: <http://www.businesswire.com/multimedia/home/20140328005424/en/>

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