

## **BET Networks Acquires Rights to Hit Series 'THE GAME'**

### **Sitcom to Join BET's Lineup This Month**

NEW YORK, Feb 02, 2009 -- BET Networks announced today that it has acquired the off-network cable rights to the sitcom THE GAME from CBS Television Distribution.

(Logo: <http://www.newscom.com/cgi-bin/prnh/20070716/BETNETWORKSLOGO> )

THE GAME, currently in its third season on The CW and produced by CBS Paramount Network Television, is the #1 show on broadcast television among African American adults 18-34 and African American women 18-34, beating out powerhouse shows such as Grey's Anatomy, House and Law & Order: SVU.

"We're excited that THE GAME is joining our line-up," said Barbara Zaneri, Executive Vice President, Programming, Strategy, Scheduling & Acquisitions, BET Networks. "As the #1 rated show amongst African American viewers in broadcast television last season, it's a series that resonates with our audience, and we're thrilled with the long list of fresh stars associated with the series."

THE GAME, which will debut on BET in February 2009, stars Tia Mowry (Sister Sister) as Melanie Barnett, who is thrust into the world of professional football when her boyfriend becomes a wide receiver for the San Diego Sabers. The series follows Melanie as she struggles with the ups and downs of having a "famous" other half and a new group of friends - the other players' wives. THE GAME also stars Coby Bell (Third Watch), Pooch Hall (Miracle's Boys), Hosea Chanchez (For Your Love), Brittany Daniel (White Chicks) and Wendy Raquel Robinson (The Steve Harvey Show).

THE GAME is a production of Happy Camper Productions and Grammnet Productions in association with CBS Paramount Network Television. Kelsey Grammer (Frasier, Girlfriends), creator Mara Brock Akil (Girlfriends, Moesha, The Jamie Foxx Show), Kenny Smith (One on One, The Jamie Foxx Show) and Steve Stark serve as executive producers.

#### **About BET Networks**

BET Networks, a division of Viacom Inc. (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 98 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 businesses extensions: BET.com, a leading Internet destination for Black entertainment, music, culture, and news; BET Digital Networks - BET J, 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 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.

#### **SOURCE BET Networks**

<http://www.BET.com>