

OUTKAST Set to Headline 2nd Annual BET Experience at L.A. LIVE Concert Series at STAPLES Center on Saturday, June 28, 2014

Coca-Cola® Named as Presenting Sponsor of the BET Experience at L.A. LIVE

Gold and Diamond VIP Ticket Packages on Sale Now @ BET.COM/BETX and AXS.com With Single Day STAPLES Center Concert Tickets Priced as Low as \$59.50 and 3-Day STAPLES Center Concert Ticket Packages Starting at \$199.00

"BET AWARDS" To Broadcast Live from Nokia Theatre L.A. Live on Sunday, June 29, 2014 at 8 P.M. EDT

#BETX / #BETAWARDS

NEW YORK & LOS ANGELES--(BUSINESS WIRE)-- BET Networks and AEG today announce GRAMMY® Award winning group **OUTKAST** as this year's headlining act for the BET Experience at L.A. LIVE, taking place in Los Angeles, CA, June 27 - 29, 2014. Celebrating their 20-year anniversary, and coming off of their long-awaited reunion at Coachella, **OUTKAST** are ready to create history as they take the STAPLES Center stage by storm on Saturday, June 28, 2014 alongside Rick Ross, A\$AP Rocky, K. Michelle, Ty Dolla \$ign, August Alsina and hosted by DJ Khaled.

The Coca-Cola® Company, the world's largest beverage company, will return to the BET Experience at L.A. LIVE as the festival's presenting sponsor. Associated with the "BET AWARDS" since 2009, this collaboration is another example of Coca-Cola's® commitment to bringing people together to enjoy culturally meaningful celebrations. As part of the partnership, Sprite®, one of The Coca-Cola® Company's most popular brands, will once again sponsor the Sprite® Court - home of the celebrity basketball game and slam dunk competition. Coca-Cola® and Sprite® will bring a number of original and interactive activities that will offer fans a weekend filled with creative and delightful moments. Additionally, Coca-Cola® will host a Latin showcase on Thursday, June 26 and sponsor the wildly-popular "106 & Park" stage on Saturday, June 28 with special performances and appearances from some of your favorite celebrities.

"This is an exciting time for The Coca-Cola® Company as we return as the presenting sponsor of the BET Experience at L.A. LIVE," said **Lauventria Robinson, Vice President, Multicultural Marketing, Coca-Cola North America**. "Coca-Cola® and Sprite® fans can look forward to many surprises and staying refreshed with delicious ice-cold Coca-Cola® products throughout the entertaining festival."

"The BET Experience at L.A. LIVE is a truly unique experience where innovative brands come to play and engage directly with our trendsetting consumers in an interactive setting they can't find anywhere else," said **Louis Carr, President of Broadcast Media and Advertising Sales, BET Networks**.

BET EXPERIENCE AT L.A. LIVE SCHEDULE:

FRIDAY, JUNE 27, 2014

STAPLES CENTER

- GRAMMY® Award winning artists **Maxwell** and **Jill Scott** joined by **Marsha Ambrosius** and **Candice Glover**

CLUB NOKIA

- ComicView Live! Hosted by comedian, **Sommore** featuring comics, **Karlous Miller**, **Lil Rel Howery**, **Ray Grady**, **Sydney Castillo** and **Zainab Johnson**
- **Future** kicks off the Late Night Concert series with **DJ Khaled** and friends

SATURDAY, JUNE 28, 2014

STAPLES CENTER

- **Outkast**, **Rick Ross**, **A\$AP Rocky**, **K. Michelle**, **Ty Dolla \$ign** and **August Alsina** hosted by **DJ Khaled**

CLUB NOKIA

- Centric Presents: The Next Comedy All-Star hosted by comedian, **Joe Torry** featuring comics **Red Grant**, **Gary G-**

Thang Johnson, Nika Williams, Malik S., Rudy Rush

- **The Roots Present Hip-Hop** with Special Guests

SUNDAY, JUNE 29, 2014

STAPLES CENTER

- Queen of Hip Hop Soul, GRAMMY® Award winning artist **Mary J. Blige**, **Trey Songz**, GRAMMY® and Oscar Award winning artist **Jennifer Hudson**

NOKIA THEATRE L.A. LIVE

- **"BET AWARDS"**

Single day STAPLES Center concert tickets are priced as low as \$59.50, \$99.50 and \$149.50 while 3-day STAPLES Center Concert ticket packages are \$199.00, \$299.00 and \$399.00.

Gold and Diamond VIP Packages: To have exclusive access to the best seats and roll like a true VIP throughout the weekend, a limited number of VIP Packages are available. Both the Gold and Diamond VIP Packages include the only public access to purchasing "BET Awards" tickets. Get the best of everything with the Diamond Package that includes hospitality throughout the weekend, a special "BET Awards" red carpet experience and much more! For information about ticket sales, VIP Packages, accommodations and the latest news about the BET Experience, visit <http://www.BET.com/BETX>.

All information about the BET Experience at L.A. LIVE can be found at BET.COM/BETX. Guests can purchase tickets and sign up for the BET Experience at L.A. LIVE newsletter to receive updates and announcements before they are available to the general public. Follow the BET Experience on Twitter @betexperience.

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, 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

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 27 - 29, 2014. This three-day festival will be filled with music and comedy concerts taking place at Club Nokia and STAPLES Center; "106 & PARK" tapings in Nokia Plaza L.A. LIVE, BET Fan Fest at the Los Angeles Convention Center, seminars, celebrity basketball games and various celebrity meet & greets, GRAMMY® Museum exhibits and other special appearances. With the weekend being capped off with the "BET Awards" on Sunday, June 29, 2014 at Nokia Theatre L.A. LIVE.

ABOUT "BET AWARDS"

The BET AWARDS is one of the most watched award shows on cable television according to the Nielsen Company. The BET AWARDS franchise remains as the #1 program in cable TV history among African-Americans, and it is BET's #1 telecast every year. It recognizes the triumphs and successes of artists, entertainers, and athletes in a variety of categories.

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](http://www.examiner.com) and the AXS TV network. For additional information, visit <http://www.aegworldwide.com>.

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