

BET's "THE GAME" Series Finale Episode Delivered 3.7 Million Viewers on Its Premiere Night

The Series Reigns as the #1 Sitcom on Basic Cable among Adults 18-49 for the Last Two Years

"THE GAME" Dominated Wednesday Nights as the #1 Telecast on All Television among Blacks 18-49

LOS ANGELES--(BUSINESS WIRE)-- BET's THE GAME series finale delivered 3.7 million viewers on its premiere night. For the last three years, THE GAME reigned as the #1 sitcom on basic cable among adults 18-49. After nine seasons on the air, the series finale episode which premiered on Wednesday, August 5, attracted over 3.7 Million total viewers for its 10 p.m. airing, according to Live plus 3 research data.* Season 9 of THE GAME dominated Wednesday nights as the #1 telecast on all of television (broadcast and cable) among Blacks 18-49. The series finale episode also hit a viewership high this season and produced a 16% increase from the Season 8 finale airing earlier this year.

On social media, the finale generated much conversation among fans of THE GAME. During premiere night, #thefinalGame trended on Twitter for over 4 hours. THE GAME ranked as the #2 most social new/live non-sports, primetime show on all of TV, beating shows such as NBC's *Mr. Robinson* (#12), USA's *Suits* (#14), and TV One's premiere of *Born Again Virgin* (#31). #TheGame also trended on Instagram for over 3 hours.

**Source: Nielsen Fast Nationals*

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 series stars Coby Bell, Brandy Norwood, Wendy Raquel Robinson, Hosea Chanchez, Lauren London, Jay Ellis, Barry Floyd and Brittany Daniel. Executive Producers are Mara Brock Akil, Salim Akil, Kenny Smith, Hale Rothstein and Jennifer Genzuke-Rice; Co-Executive Producer Claire Brown.

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 - the first network designed for African American women; BET Digital Networks; 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 programming for global distribution.

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