

First Lady Michelle Obama to Attend BET Networks Leading Women Defined Summit

"Good Morning America" Anchor Robin Roberts to Receive the Butterfly Award

The Fifth Annual Leading Women Defined Summit Plays Host to the Nation's Most Prominent African American Women

MIAMI--(BUSINESS WIRE)-- BET Networks announced today that First Lady Michelle Obama will attend the Leading Women Defined Summit (LWD). The vision of Debra Lee, Chairman and CEO of BET Networks, the fifth annual summit will convene the nation's most prominent African American women during Women's History Month to help set a national agenda in the black community surrounding health and holistic well-being. "Good Morning America" anchor Robin Roberts will receive the Butterfly Award during the Dorothy Heights luncheon for her extraordinary courage and unwavering commitment to service and leadership in her community. First Lady Michelle Obama will participate in a conversation with Robin Roberts. The discussion will be a personal reflection on health and wellness. A portion of the discussion will air on "Good Morning America" on Thursday, March 6, 2014.

"We are so excited to have the First Lady join us for this important and much needed discussion on health and well-being. Leading Women Defined allows participants to engage in constructive dialogue to help set actionable solutions for a national agenda aimed towards positively impacting the Black community," said Debra Lee, Chairman and CEO of BET Networks.

Leading Women Defined is full of women who have changed the game and redefined the standard of success in their fields. Presenters include June Ambrose, Author & Celebrity Stylist; Jeanette Jenkins, Hollywood Trainer; Kelly Rowland, Recording Artist; Thelma Golden, Chief Curator, Studio Museum in Harlem; Beverly Bond, Founder of Black Girls Rock!; Alexis McGill Johnson, Chairman of the Board, Planned Parenthood; Lucinda Martinez, New York Board of Directors, American Heart Association; Star Jones, Journalist and Television Personality; Latham Thomas, Founder, Mama Glow; Tonya Lewis Lee, Founder, Health You Now; Vashti McKenzie, Bishop A.M.E. Church; Gabrielle Union, Actress; and many more. In addition to candid conversations and engaging workshops, attendees will also touch and inspire young women in South Florida through a volunteer session with the Honey Shine mentoring program.

Sponsors of the Leading Women Defined Summit include ING, Intel, Nielsen and American Family Insurance.

About BET Networks

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