

BET Networks Appoints Pete Danielsen as Executive Vice President

Former Nickelodeon Executive to Lead Program Planning, Scheduling & Acquisitions for BET and Centric

NEW YORK--(BUSINESS WIRE)-- BET Networks today announced that it has appointed Pete Danielsen as Executive Vice President of Program Planning, Scheduling & Acquisitions. Danielsen, a former Nickelodeon executive, will lead the team responsible for all aspects of program planning, scheduling and acquisitions at BET Networks. He will report to Debra L. Lee, the Chairman and CEO of BET Networks, and will be based in New York.



As the head of the Program Planning, Scheduling & Acquisitions team, Danielsen will direct the long-term planning and short-term scheduling of both BET and Centric. BET is a top 20 cable network and the #1 network for the African American audience. Centric is the first network designed for Black women and recently inked an exclusive co-production deal with Queen Latifah's Flavor Unit Entertainment.

"Pete is a strong addition to our team and we look forward to his strategic and creative expertise as we expand our programming on BET and Centric with even more new original shows, smart acquisitions and feature films in the coming year," said Debra L. Lee, Chairman and CEO, BET Networks.

Danielsen's career spans programming, marketing and executive ranks with leading television brands, including 13 years at Viacom. He was most recently the Executive Vice President of Worldwide Programming at Viacom Media Networks where he was responsible for 39 Nickelodeon networks in 190 countries. He played a key role in driving revenue,

BET Networks appoints Pete Danielsen as EVP of program planning, scheduling & acquisitions for BET and Centric (Photo: Business Wire)

increasing reach, and helping Nickelodeon maintain its top ranking for 13 consecutive years.

Prior to joining Viacom, Danielsen was the Vice President of Marketing and Creative Services at CNBC, where, as part of the management team, he helped to double the network's ratings and revenue within 18 months. Danielsen also held senior-level roles at MTV, Comedy Central, and The Comedy Channel.

"With its smash hits, great acquisitions and an audience who has embraced quality programming, BET will continue to be a major force in the industry and I'm proud to join the network and lead the program planning and scheduling effort," said Pete Danielsen.

Danielsen holds a Bachelor of Science degree in Marketing and Promotion from Ithaca College in New York.

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, the first network designed for Black women; 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. Follow us on Twitter: @BET_PR.

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