



June 17, 2016

## **BET Networks Announces Sponsors for the 2016 BET Experience at L.A. LIVE Presented by Coca-Cola®**

**Four-Day Festival Takes Place June 23 -26, 2016**

**#BETX**

LOS ANGELES--(BUSINESS WIRE)-- BET Networks announced today the sponsors for the 2016 BET Experience at L.A. LIVE presented by Coca-Cola®, which include Sprite®, Nissan North America, Inc., AT&T, Denny's, J.G. Wentworth, Apple Music, M&M's®, Macy's, Pop Tart and Papa John's. Twelve brands return from 2015 to engage festival-goers with interactive activations during the packed multi-day event.

The BET Experience (BETX) at L.A. LIVE Presented by Coca-Cola is a four-day festival running June 23 - 26, 2016 that features live music and comedy concerts at The Novo by Microsoft and STAPLES Center, live "106 & PARK" telecasts from Microsoft Square at L.A. LIVE, a free two-day BET Experience Fan Fest for thousands of consumers at the Los Angeles Convention Center, themed panel discussions, celebrity basketball game, sneaker convention and various celebrity meet & greets. The weekend will culminate with the live broadcast of the 2016 "BET AWARDS" on Sunday, June 26 at Microsoft Theater at L.A. LIVE.

Sponsors for the 2016 BET Experience at L.A. LIVE presented by Coca-Cola include:

**Coca-Cola** - Coca-Cola returns as the presenting sponsor of BET Experience to keep festival attendees refreshed with Coca-Cola beverages, while enjoying popular songs with friends and family and discovering emerging artists on the performance stage. During BETX's Fan Fest, Coca-Cola will present the Coca-Cola Music Studio at the LA Convention Center on Saturday, June 25<sup>th</sup> and Sunday, June 26<sup>th</sup>. Additionally, The Music Studio will feature the brand's interactive "Share a Coke® and a Song" activation, which will invite consumers to jam out to popular songs whose lyrics are featured on the brand's signature cans. Standing between larger-than-life headphones, fans will get to "live the lyrics" and snap a photo to share their listening experience with the world. Additionally, Coca-Cola will be the presenting sponsor of the two-hour "106 & PARK" Live from BET Experience telecast on Saturday, June 25<sup>th</sup> airing live on BET.

**Sprite** - Sprite returns as the presenting sponsor of Saturday night's hip-hop concert at STAPLES Center featuring Lil Wayne, 2 Chainz, A\$AP Ferg, Fetty Wap, Ty Dolla \$ign and more. The iconic brand also hosts the highly anticipated Celebrity Basketball Game & Dunk Contest presented by Sprite on Saturday, June 25, which will be live streamed on [BET.com](http://BET.com) and broadcast on BET. With celebrity players including Floyd Mayweather, Meek Mill, Snoop Dogg, Nick Cannon, Omarion, Wale, The Game, and Doug Christie, this year's big game promises to be as thrilling as ever. Sprite will extend its activations as the presenting sponsor of the Sneaker Con live sneaker customization competition, which will be recorded for the "Ace of Customs" digital video series. In addition, Fan Fest goers will be among the first to enjoy the new Sprite *Obey Your Verse*® Lyrical Collection that the brand revealed earlier this month. Fans can drop their own 16 beats at the Sprite Recording Studio and interact with the limited-edition Sprite cans that feature inspirational lyrics from iconic hip-hop artists 2Pac, Missy Elliott and J. Cole.

**AT&T** - AT&T returns as the presenting sponsor of Genius Talks, which will showcase a series of conversations with some of the nation's most intriguing personalities during BETX's Fan Fest at the LA Convention Center on Saturday, June 25<sup>th</sup> and Sunday, June 26<sup>th</sup>. Always engaging and entertaining, this year's discussions are sure to draw crowds with panelists including Melissa Harris-Perry, DJ Khaled, Kirk Franklin and the cast of BET's "Music Moguls," Snoop Dogg, Damon Dash, Birdman "Baby", Jermaine Dupri. AT&T will also host the Tech Lounge at BETX's Fan Fest, which will feature charging stations, AT&T products and services, and special prize giveaways. In addition, AT&T is the official sponsor of the BETX mobile app, featuring a BET Experience map, customizable schedules, artist and event information and much more!

**Nissan** - As the presenting sponsor of BETX Live Updates, Nissan returns to bring the Experience to at-home viewers with on-going live updates throughout the entire weekend broadcast on BET. Nissan will feature multiple activations across the BETX Fan Fest, including multiple car displays featuring the Nissan Rogue, Maxima and Altima, and product sampling at the BET Experience Main Stage. Nissan will also feature vehicle displays at the weekend's celebrity charity golf tournament, an

invite-only event attended by entertainment and corporate VIPs.

**Apple Music** - Apple Music returns as the official sponsor of "106 & Park" Live from the BET Experience, exclusively presenting the live 2-hour telecast on Friday, June 24<sup>th</sup>, from Microsoft Square. Apple Music will also sponsor "My BETX Special," a supersized recap of the best moments from the four-day event.

**Denny's** - Denny's is the exclusive sponsor of the first hour of the "106 & Park" Live from the BET Experience telecast on Thursday, June 23. Broadcasting from Microsoft Square at L.A. LIVE, the show will feature talent performances along with an introduction of the Hungry for Education Scholarship Program. Returning from 2015, Denny's will treat consumers to a special diner-inspired samples and giveaways.

**M&M's®** - M&M's® will be the official sponsor of the second hour of the "106 & Park" Live from the BET Experience telecast on Thursday, June 23. Broadcasting live from Microsoft Square at L.A. LIVE, the show will feature talent performances, product sampling and giveaways from M&M's®. Celebrating its 75<sup>th</sup> anniversary, the iconic brand will also sponsor the Jumbotrons throughout Star Plaza and L.A. LIVE during the BET Experience weekend.

**J.G. Wentworth** - Returning from 2015, J.G. Wentworth is the official sponsor of the BET Experience Main Stage, which will feature a series of thrilling performances from today and tomorrow's hottest music artists. The lineup brings together promising young artists such as AKA, Dreezy, Desiigner, O.T. Genasis, and Kenny Gates, with acclaimed artists such as rappers Fat Joe and Remy Ma - all on one stage.

**Macy's** - Macy's returns to engage fashionable festival-goers with an interactive gif-sharing booth. Macy's will also keep fans feeling fresh and clean with an on-site fragrance bar activation in the Fashion & Beauty area.

**Papa John's** - Papa John's will be the official sponsor of the BET Experience Celebrity Basketball Game Halftime Show, which will feature an electrifying musical performance.

**Cover Girl (Queen Collection)** - Cover Girl returns with the Queen Collection to celebrate the beauty of African Americans as the official sponsor of Beauty @ BETX. Professional makeup artists will be on-hand to make over consumers with a focus on how to #GetThatGlam. The custom activation will feature make-up stations and product sampling, as well as photo sharing for the big reveals.

**Strength of Nature (Motions)** - As the exclusive hair sponsor of BETX, Strength of Nature embraces the many textures and tones that make African American hair beautiful. The dedicated Hair @ BETX activation will feature a sleek hair salon and dry bar, offering hair services from haircare experts and brand ambassadors.

**Progressive** - Returning from 2015, Progressive is the presenting sponsor of Fashion @ BET Experience, which includes two high wattage fashion shows showcasing innovative designs and designers-to-watch during both days of the BETX Fan Fest. Highlights of Fashion @ BETX will be broadcast on-air throughout the weekend, followed by a recap special of the best fashion moments.

**Nike Golf** - Nike will present the Celebrity Charity Golf Tournament during the BET Experience weekend of events. The invite-only affair will pair celebrity actors, comedians & pro athletes along with VIPs from the worlds of business and media for a day of entertainment inside the fairway.

**Rush Card** - Rush Card will sponsor the BETX Sneaker Con Panel.

**DriveTime** - DriveTime is the official sponsor of BETX's Digital Network, featuring larger-than-life displays throughout the Los Angeles Convention Center.

#### **ABOUT BET EXPERIENCE AT L.A. LIVE PRESENTED BY COCA-COLA**

BET Networks, an entertainment powerhouse, and AEG, the world's leading sports and live entertainment company and developer/operator of L.A. LIVE, have teamed up once again to create the BET EXPERIENCE AT L.A. LIVE (BETX), June 23 - 26, 2016 presented by Coca-Cola. This four-day festival will be filled with music and comedy concerts taking place at The Novo by Microsoft and STAPLES Center; FREE BET Fan Fest at the Los Angeles Convention Center including seminars, celebrity basketball games, celebrity meet & greets; and other special appearances. The weekend will be capped off with the "BET Awards" on Sunday, June 26, 2016 at Microsoft Theater.

#### **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](http://BET.com), a leading Internet destination for Black entertainment, music, culture, and news; CENTRIC, a 24-hour entertainment network targeting the African-American Woman; BET Music Networks - BET Jams, BET Soul and BET Gospel; BET Home Entertainment; BET Live, BET's growing festival business; BET Mobile, which provides ringtones, games and video content for wireless devices; and BET International, which operates BET around the globe.

## **ABOUT AEG**

Headquartered in Los Angeles, California, AEG is the world's leading sports and live entertainment company. With offices on five continents, AEG operates in the following business segments: AEG Facilities, which is affiliated with or owns, manages or consults with more than 120 preeminent arenas, stadiums, theaters, clubs and convention centers around the world including The O2 Arena, the Sprint Center and the Mercedes-Benz Arenas; AEG Live, which is dedicated to all aspects of live contemporary music performances, including producing and promoting global and regional concert tours, music and special events and world-renowned festivals; AEG Real Estate, which develops world-class venues, as well as major sports and entertainment districts like STAPLES Center and L.A. LIVE; AEG Sports, which is the world's largest operator of sports franchises and high-profile sporting events; and AEG Global Partnerships, which oversees worldwide sales and servicing of sponsorships including naming rights, premium seating and other strategic partnerships. Through its worldwide network of venues, portfolio of powerful sports and music brands, [AXS.com](http://AXS.com) ticketing platform, AXS cable television channel and its integrated entertainment districts, AEG entertains more than 100 million guests annually. More information about AEG can be found at [www.aegworldwide.com](http://www.aegworldwide.com).

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