

BET Networks Announces Sponsors for the 2015 BET Experience at L.A. LIVE Presented by Coca-Cola®

Three Day Event Takes Place June 25 -28, 2015

#BETX/#BETAWARDS

NEW YORK--(BUSINESS WIRE)-- BET Networks announced today that the sponsors for the 2015 BET Experience at L.A. LIVE presented by Coca-Cola® include Sprite®, Nissan, AT&T, Denny's, J.G. Wentworth, King, Korbel, Nationwide, Pantene, Progressive, Sanofi, TWIX® and U.S. Army.

The BET Experience (BETX) at L.A. LIVE Presented by Coca-Cola® is a four day festival with national scale running June 25 - 28, 2015 that features music and comedy concerts at Club Nokia and STAPLES Center, live "106 & PARK" television shows in Nokia Plaza L.A. LIVE, a free BET Fan Fest for thousands of consumers at the Los Angeles Convention Center, seminars, celebrity basketball games and various celebrity meet & greets. The weekend will be capped off with the live broadcast of the 2015 "BET Awards" on Sunday, June 28 at Nokia Theatre L.A. LIVE.

Sponsors for the 2015 BET Experience at L.A. LIVE presented by Coca-Cola® include:

Coca-Cola® - As BETX's returning presenting sponsor, Coca-Cola® will keep festival attendees refreshed while experiencing unique activations. Coca-Cola will bring the Coca-Cola Flava Zone and its host, Chris Bivins, to the LA Convention Center on Saturday, June 27th and Sunday, June 28th to give fans a taste of the hottest new trends in music and art through performances and custom activations. Fans who visit the Coca-Cola Flava Zone, powered by BET.com, will have an opportunity to personalize a Coca-Cola can with their name to celebrate the return of "Share a Coke", which is back with more names, more packages and more ways to share. Additionally, Coca-Cola will be the presenting sponsor of the "106 & PARK" stage on Saturday, June 27 at 3pm PST which will air live on BET.

Sprite® - Sprite® is the presenting sponsor of Saturday night's hip-hop concert at STAPLES Center featuring Ice Cube, Kendrick Lamar, Snoop Dogg and more. Sprite also hosts the popular Slam-Dunk Exhibition and the much anticipated BETX Celebrity Basketball game on Saturday, June 27. Past participants include The Game, Terrence Jenkins, Tyga, Soulja Boy, and Terrell Owens. Sprite is the official sponsor of the Sneaker Con "Ace of Customs" contest, the perfect complement to its basketball-infused activations. Sprite also stays true to its hip-hop roots as it returns as the presenting sponsor of the "BET AWARDS" radio broadcast center which hosts 32 of the nation's top urban stations. Finally, hip hop insider Big Tigger will debut the Sprite Lyrical Collection-limited edition bottles and cans featuring iconic lyrics from Drake, Nas, Biggie and Rakim.

TWIX® - TWIX will host the BETX Gaming Lounge which will feature the latest console games, tournaments and mobile phone charging stations.

Nissan - "Music Matters presented by Nissan" will bring us tomorrow's stars today via a series of performances from the industry's most promising young artists. Set at the BETX "main stage," the lineup will include both current Music Matters artists as well as alumni from the program who have gone on to achieve success and industry acclaim. Nissan will bring at-home viewers closer to the BETX by sponsoring live updates throughout the entire weekend.

AT&T - AT&T will provide a tech lounge experience called the "AT&T LIVE" at the BETX Fan Fest. The Lounge will give BETX attendees the opportunity to "make moves" and interact through live checks-ins from BET's 106 & Park, Q&A sessions with social influencers, AT&T products & services, and prize giveaways. AT&T is also the presenting sponsor of Genius Talks which will showcase conversations with some of the nation's most intriguing personalities including Kobe Bryant and Floyd Mayweather. In addition, AT&T is the official sponsor of the BETX mobile app, featuring a BET Experience map, customizable schedules, artist & event information and much more!

Denny's - Denny's is the presenting sponsor of The 2015 Community Impact Awards on June 27, which will highlight the nation's brightest stars and showcase local heroes making a positive impact in their community, airing July 12th at 7pEST on Centric. Denny's will also take part in the BET Experience Fan Fest with plenty of diner-inspired fun such as pancake art, booth selfies and prizes throughout the weekend.

J.G. Wentworth - J.G. Wentworth is the official sponsor of Sneaker Con, the premier traveling event for sneaker connoisseurs to buy, sell and trade some of the most sought after collectible sneakers on the market. There will be special exhibits of celebrities' and professional athletes' sneaker collections as they showcase their passion for unique sneakers.

King.com - Get your dancing shoes ready as King.com host some of the nation's hottest and most talented dance teams for a highly contested winner takes all dance off.

Korbel - Korbel will sponsor the Fashion @ BET Experience showcasing innovative designs and designers to watch.

Nationwide - Nationwide will present a celebrity golf outing during 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.

Pantene - Pantene is showcasing the beauty of African American hair as the presenting sponsor of Hair@BETX. Throughout the weekend, Pantene® will showcase the transformative power of #strongertogether as we celebrate beautiful, healthy hair. Join us and experience the benefits of Pantene's most moisturizing shampoos and conditioners, including the Pantene Expert collection. Your favorite hair bloggers will be featured on-site to showcase the hottest celebrity hairstyles and trends. Everyone is invited to capture the beauty of the moment in the #strongertogether photo booth and enjoy product sampling.

Progressive - Progressive will sponsor the BET Experience Fashion Show highlighting the best in African American fashion.

Sanofi - Sanofi will present a celebrity golf outing during 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.

U.S. Army - U.S. Army is sponsoring the BET Experience Jumbotron.

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 Presented by Coca-Cola®

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 25 - 28, 2015 presented by Coca-Cola®. 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 including seminars, celebrity basketball games, celebrity meet & greets; GRAMMY® Museum exhibits and other special appearances. The weekend will be capped off with the "BET Awards" on Sunday, June 28, 2015 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 over 100 of the world's preeminent facilities such as STAPLES Center (Los Angeles, CA), StubHub Center (Carson, CA), Best Buy Theater (Times Square, New York), Mercedes-Benz Arena (Shanghai, China), Allphones Arena (Sydney, Australia), Brisbane Convention and Entertainment Center and The O2 arena and entertainment district (London, England). Developed by AEG, L.A. LIVE is a 4 million square foot / \$3 billion downtown Los Angeles sports, & entertainment district featuring Nokia Theatre L.A. LIVE, Club Nokia, the Regal Cinemas L.A. LIVE Stadium 14 theater, 19 restaurants the GRAMMY Museum and a 54-story, 1001-room convention "headquarters" hotel/destination. 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. Along with AEG Facilities, other global divisions include AEG Live, the world's second largest concert promotion and touring companies comprised of touring, festival, exhibition, broadcast, merchandise and special event divisions and AEG Global

Partnerships, responsible for worldwide sales and servicing of sponsorships, naming rights and other strategic partnerships. In 2010, AEG launched its AEG 1EARTH environmental program featuring the industry's first sustainability report while 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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