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## **BET.com Goes for Gold with the Launch of Its New Original Digital Docu-Series "THE FAST LIFE OF: JUSTIN GATLIN" Launching Today, July 18**

#GATLINIFYOUCAN

NEW YORK--(BUSINESS WIRE)-- The Emmy-nominated [BET.com](http://www.bet.com) launches new original docu-series **THE FAST LIFE OF** that delves into the lives of seminal figures at the peak of their various fields during a pivotal moment in their careers. **Launching today exclusively on [BET.com](http://www.bet.com) and the BET Now App, THE FAST LIFE OF: JUSTIN GATLIN**, follows track & field phenom Justin Gatlin's fast-paced life on his journey to Rio for the 2016 Summer Olympics and takes a deep look into the training, family life and soul of America's potential next track & field gold medalist.

This Smart News Release features multimedia. View the full release here: <http://www.businesswire.com/news/home/20160718006007/en/>



Each episode of **THE FAST LIFE OF: JUSTIN GATLIN** will try and keep up with the Olympian on his road to redemption as he sprints and dashes to bring home the gold. For over a decade, Justin Gatlin has represented the best Team USA's track and field athletes has to offer. And as far as many are concerned—he also represents the worst. From being banned for alleged steroid use and then exonerated to being banned again - Gatlin has returned to the sport running faster than he did before his suspension. Gatlin and Team USA Track & Field have their eye on the prize to bring home every single Olympic gold medal that is there for the taking, even as Gatlin is set to go head-to-head with the world's fastest man Usain Bolt. Their most recent matchup, at the 2015 World Championships in Beijing, ended with a photo finish. Usain was declared the winner—but only by a tenth of a second. It's an Olympic matchup that has audience interest like the late-80s showdowns between Carl Lewis and Ben Johnson. The narrative is different for America however. Justin Gatlin is the underdog. But only one can run away with the "Fastest Man Alive" title.

"[BET.com](http://www.bet.com) is connected to how African Americans consume digital content more than any other network on the market and our new series highlights our editorial

BET Networks Launches New Original Digital Docu-Series "THE FAST LIFE OF: JUSTIN GATLIN" Today on [BET.com](http://www.bet.com)

mission to deliver our audience the content they want, across the devices and platforms they use," said Jermaine Hall, Vice President and Managing Editor for BET Digital. "We are excited to authentically tell and be part of Justin Gatlin's road to Rio for the 2016 Summer Olympics."

Log on to [BET.com](http://www.bet.com) for exclusive video content, photos and more. Join the conversation on social media by logging on to BET's multiple social media platforms by using the hashtag: #GATLINIFYOUCAN; and following us @BET.

**About Justin Gatlin:**

Justin made his return as one of the top American sprinters in 2011. When Gatlin won gold medals in both the 100m and 200m at the 2005 World Outdoor Championships, he was just the second man in history to win both those races at the same World Championships and his winning margin of 0.17 seconds in the 100m was the biggest in World Championships history. At the USA Outdoor Championships in 2005 Gatlin became the first American sprinter to make the 100m, 200m double at the national championships since Kirk Baptiste in 1985. Justin ran a in the 100m of 9.85 to win the 2004 Olympic gold medal was the second fastest in Olympic history at that time. In just two seasons, when he then left to run professionally, Gatlin won six NCAA titles competing for the University of Tennessee. As a freshman for the Volunteers his time of 10.08 then matched a USA Junior record. Justin's journey continued in 2012 running a personal best of 9.79 at the London Olympics winning the Bronze Medal and will once again run for Gold against the world's best track athletes in the 4x100.

### **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](http://www.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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