

BET Networks and Telepictures Team up for New Daily Talk Show "THE KEKE PALMER PROJECT" [Working Title]

Series Set to Premiere Summer 2014 on BET Networks

LOS ANGELES--(BUSINESS WIRE)-- BET Networks and Telepictures announced today that they are partnering on a new daily talk show, **THE KEKE PALMER PROJECT** (working title), which is set to premiere on the network this July. Hosted by dynamic singer, actress and activist Keke Palmer, the daily talker will target millennials by covering a variety of topics including social issues pop culture, fashion, sex and more. **THE KEKE PALMER PROJECT** (wt) is scheduled to begin production in Los Angeles this summer and will air Mondays-Fridays during its initial four-week run. Judge Greg Mathis (*Judge Mathis*), who was instrumental in establishing the relationship between Palmer and Telepictures, will serve as an executive producer of the series.

An influential voice of her generation at age 20, Palmer will bow as the youngest talk show host in television history. No topic is off limits as **THE KEKE PALMER PROJECT** (wt) seeks to inspire young viewers and entertain through celebrity interviews, "on the street" bits and undercover segments. The series was a natural progression from Palmer's deep identification with her fans via social media, as she explained, "I like to read quotes that touch on how I am feeling. If I am dealing with confusion, I will read quotes about clarity and peace of mind. I started posting these quotes on my Twitter page, and the fans responded so positively! I realized that many of them were dealing with similar issues, and the quotes helped to open up a genuine dialogue between us."

In addition to hosting **THE KEKE PALMER PROJECT** (wt), the multi-talented entertainer can next be seen leading the Drew Barrymore/Flower Films-produced horror film *Animal*, to be released June 17. She also has a six-episode arc on the hit Showtime series "Masters of Sex." Later in 2014, Palmer can be seen in lead roles in the Queen Latifah-produced independent film *Brotherly Love*, and the indie *Imperial Dreams*, which debuted this year at Sundance.

THE KEKE PALMER PROJECT (wt) joins long-running daily talk program "The Wendy Williams Show" and recently acquired "The Queen Latifah Show" on the network. The network recently announced the acquisition of new syndicated talk show "The Real," also from Telepictures, which is set to debut in fall 2014.

The series is from Mathis Productions in association with Telepictures, for BET Networks.

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.

About Telepictures

Telepictures is an industry-leading and Emmy® Award-winning producer of innovative, multiplatform advertiser-friendly television series and digital content for the first-run syndication, cable and digital marketplace. Programs produced by Telepictures have won 77 Emmy® Awards in the last 17 years, including Outstanding Talk Show or Outstanding Talk Show Host for 14 of the last 16 years. For the current 2013-14 season, Telepictures is producing the following series: *The Ellen DeGeneres Show*, *Bethenny*, *TMZ*, *TMZ Live*, *Extra*, *Judge Mathis*, *The People's Court* and *Let's Ask America*. *#CandidlyNicole* debuts July 17 on VH1, and talk show *The Real* will launch in national syndication in fall 2014. For more information about Telepictures programming, please visit www.telepicturestv.com.

Follow us on Twitter @BET_PR

BET Contacts:
Giovanna Desselle

310-481-3872

Giovanna.Desselle@bet.net

or

Robert Avery

212-205-3159

Robert.Avery@bet.net

or

Warner Bros./Telepictures Contacts:

Tammy Goliheh

818-954-4855

Tammy.Goliheh@warnerbros.com

or

Laura Mandel

212-506-4355

Laura.Mandel@warnerbros.com

Source: BET Networks

News Provided by Acquire Media