

# BET Networks' Original Drama Series "Being Mary Jane" Starring Gabrielle Union Delivers an Explosive Season Finale Night Captivating More Than 5.8 Million Viewers

## Network Renews Critically Acclaimed Show for a Second Season

NEW YORK--(BUSINESS WIRE)-- The BET original series "["BEING MARY JANE"](#) season finale is the 2013-14 season's #1 new Drama Series on all Cable among Adults 18-49 and Women 18-49.\*\* The two-hour finale premiere on Tuesday, February 25 from 9-11 p.m.\* delivered more than 5.8 million viewers (P2+). The first hour from 9-10 p.m.\* reined in more than 2.6 million viewers (P2+). The second hour from 10-11 p.m.\* produced an even stronger following with 3.2 million viewers (P2+). The season finale event became the series' best performing episode in its history, even outperforming its series premiere debut. In addition, during February 2014, the top 5 weeknight cable drama premiere telecasts have all been dominated by new episodes of "["BEING MARY JANE."](#)"

The triumphs and tribulations of Mary Jane will continue as the cable net has decided to renew the series for a second season with new episodes starring award-winning actress Union. Production on season two begins this spring. Union will be joined by fellow cast members Richard Roundtree, Margaret Avery, Richard Brooks, Lisa Vidal, Raven Goodwin, B.J. Britt, Aaron Spears, Latarsha Rose and Stephen Bishop.

The "["BEING MARY JANE"](#) finale also attracted audiences on social media during its premiere last night. Twitter went through the roof with over 210K tweets during the final episode, a 179% increase in tweets from the previous episode. (source: Nielsen SocialGuide). The official hashtag #BMJFinale trended No. 1 in the U.S. and worldwide during the premiere telecast (source: Trendinalia) and reached a unique audience of 1.5 MM people while generating 10.8 MM impressions (source: Nielsen SocialGuide). On finale day, February 25, video views on [BET.com](#) tripled and unique visitors grew 35% versus a year ago. (Source: Omniture Site Catalyst)

For more information on "["BEING MARY JANE."](#)" visit the official page at [www.bet.com/beingmaryjane](#). Viewers can also find series updates on Facebook by liking the fan page at Facebook: [Facebook.com/BeingMaryJane](#). Also, join the conversation about the show on Twitter by using the hashtag: #BeingMaryJane; follow the show for all updates @BeingMaryJane.

["BEING MARY JANE"](#) is created and executive produced by Mara Brock Akil (creator of GIRLFRIENDS and THE GAME; Writer of SPARKLE); executive produced and directed by Salim Akil (Executive Producer and Director of SPARKLE; Director of JUMPING THE BROOM). In season one, Union was accompanied by veteran actors Richard Roundtree and Margaret Avery and a stellar cast that included Omari Hardwick, Lisa Vidal, Richard Brooks, Raven Goodwin, B.J. Britt, Aaron Spears, Latarsha Rose, Robinne Lee and Stephen Bishop.

\*Times are ET/PT

\*\*The series is also the #1 new original scripted series on Ad-Supported Cable in 2013-14 Season among Adults 18-49, Women 18-49 & Women 18+.

Source: BET Corporate Market Research via Nielsen (Fast Nationals & NPower | LIVE + SAME DAY DATA)

### **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, 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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