

**FOR IMMEDIATE
RELEASE**

BET NETWORKS RECOGNIZES THE ACHIEVEMENTS OF ALICIA KEYS, TYRA BANKS, DR. CORNEL WEST, RICHARD PARSONS, CONGRESSWOMAN MAXINE WATERS AND CEO JANICE BRYANT HOWROYD WITH “THE BET HONORS”

HOSTED BY CEDRIC “THE ENTERTAINER,” THE INAUGURAL EVENT WHICH CELEBRATES THE LIVES OF LEADING AFRICAN AMERICAN LUMINARIES WILL PREMIERE ON FRIDAY, FEBRUARY 22 AT 8:00 P.M. ET/PT

NEW YORK — December 17, 2007 — BET Networks today announced **THE BET HONORS**, an evening dedicated to recognizing the achievements and contributions of distinguished African American leaders in their fields. Hosted by **Cedric “The Entertainer,” THE BET HONORS** will celebrate and recognize **Alicia Keys** (Entertainment), **Tyra Banks** (Media), **Dr. Cornel West** (Inspirational/Education), **Richard Parsons** (Corporate), **the Honorable Maxine Waters** (Government) and **Janice Bryant Howroyd** (Entrepreneur).

The inaugural event will take place at the Warner Theatre in Washington, D.C., on Saturday, January 12, and premiere on the network during Black History Month on **Friday, February 22 at 8:00 p.m., ET/PT**. Additional presenters and performers will be announced shortly.

“We are thrilled to present the first-ever **BET HONORS** and pay tribute to the thinkers, trailblazers and trendsetters whose accomplishments serve as inspirations for current and future generations,” said Debra Lee, Chairman and Chief Executive Officer, BET Networks. “Each of these remarkable individuals has made significant contributions to the Black community and American culture overall, and BET Networks is proud to recognize them through this very special, new tent pole event. We've done a number of significant shows in other cities, but what better place to honor these individuals than in our home city of Washington, DC.”

Stephen Hill, BET’s Executive Vice President of Entertainment Programming, Music and Talent and Lynne Harris Taylor, Vice President of Specials are the show’s executive producers, along with John Cossette of John Cossette Productions.

For up-to-the-minute and archival press information including releases and photographs, visit BET’s press-only Web site at www.bet.com/pr.

About the Honorees

ALICIA KEYS – **Alicia Keys** is a Grammy Award-winning R&B and soul singer, songwriter and pianist, who has sold more than 25 million records worldwide.

TYRA BANKS – **Tyra Banks** is a supermodel, host and judge of the reality television show *America's Next Top Model*, and is currently hosting her own Daytime Emmy Award-nominated talk show, *The Tyra Banks Show*.

DR. CORNEL WEST – **Dr. Cornel West** is a professor of religion and African American studies at Princeton University, and is considered one of America's most gifted, provocative and important public intellectuals. He has won numerous awards, including the American Book Award, and has received more than 20 honorary degrees.

RICHARD PARSONS – **Richard Parsons** is Chairman of the Board and Chief Executive Officer of Time Warner Inc., whose businesses include film, entertainment, interactive services, television networks, cable systems and publishing. It was recently announced that he will be stepping down as CEO on December 31, 2007, but will remain as Chairman.

CONGRESSWOMAN MAXINE WATERS – **Congresswoman Maxine Waters** (D-CA) was elected in November 2006 to her ninth term in the House of Representatives, serving the 35th District of California, which represents a large part of South Central Los Angeles, the communities of Westchester and Playa Del Ray, as well as the diverse cities of Gardena, Hawthorne, Inglewood and Lawndale.

JANICE BRYANT HOWROYD – **Janice Bryant Howroyd** is the chairman, chief executive officer and founder of ACT*1, a personnel servicing company that provides staffing, human resources and management solutions to Fortune 500 companies in many industries.

About BET Networks

BET Networks, a division of Viacom Inc. (NYSE: 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 87 million households according to Nielsen Media Research, and can be seen in the U.S., Canada and the Caribbean. 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; BET Digital Networks - BET J, BET Gospel and BET Hip Hop, attractive alternatives for cutting-edge entertainment tastes; BET Event Productions, a full-scale event management and production company; BET Home Entertainment, a collection of BET-branded offerings for the home environment including DVDs and video-on-demand; BET Mobile, a service venture into the lucrative world of ringtones, games and video content for wireless devices; and BET International, an extension of BET network programming for global distribution.

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