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Nick Cannon, The Game, YG, Joey Bada\$\$, Tank, Soulja Boy, DJ Mustard, Jidenna, Cardi B, Aminé, Dave East, Bell Biv DeVoe and More Lead All-Star Lineup for the BET Experience Celebrity Basketball Game Sponsored by Sprite® and Statefarm

All New Pop-Up Kicksperience Sneaker Activation to Launch with Fat Joe at BET Experience

BET Experience at L.A. LIVE Returns for the 5th Year and Takes Place June 22-25, 2017

The BET Fan Fest Takes Place at the Los Angeles Convention Center Saturday and Sunday

#BETX/#BETFANFEST

LOS ANGELES--(BUSINESS WIRE)-- Today, **BET NETWORKS** and **AEG** announced participants in this year's highly anticipated BETX Celebrity Basketball Game sponsored by Sprite® and Statefarm, taking place at BET Experience at L.A. LIVE, June 22-25, 2017. Players will include **Nick Cannon, The Game, YG, Joey Bada\$\$, Tank, Soulja Boy, Bell Biv DeVoe, DJ Mustard, Jidenna, Brandon T Jackson, Trevor Jackson, Doug Christie, Dave East, Stevie J,** and **Rotimi**, alongside ESPN guest announcers **Jemele Hill** and **Michael Smith**. Tip off for the BETX Celebrity Basketball Game takes place at 12:00 p.m. PST and will be streamed LIVE to fans at home on www.bet.com.

Also announced is a fresh new interactive sneaker event, Kicksperience. The activation will highlight the sneaker culture phenomenon, bringing together generations of culture defining sneakers, streetwear brands, art, and music to the robust BET Fan Fest line-up. The electrifying pop-up will incorporate artists and tastemakers, authentic to sneaker culture, for the ultimate buy-sell-trade experience. On-site activations at the event will include the Vendor Village featuring a new hashtag buy-sell-trade trading pit, unique customization and collection battles, live art mural painting by artist **JC.Ro**, and a Half Court Stage including performances, live DJs, and meet & greets with **Fat Joe** and **Joey Bada\$\$**. The one-of-a-kind event will also feature the New Kicks and Chill Lounge where attendees can capture the excitement of securing their new kicks with a 180-degree sneaker photo booth, limited releases, and a special NBA 2k17 activation.

Fans will also be able to enjoy incredible concerts as a part of the BET Fan Fest on Saturday, June 24 and Sunday, June 25, with just announced performances from hit makers and hot up-and-comers including **Cardi B, Aminé, Dave East, Goldlink, Nick Grant, Kap G, A Boogie, PnB Rock** and **Kyle** on the BETX Main Stage sponsored by Nissan. The Coca-Cola Music Studio will also feature some of today's hottest newly discovered acts including **Taylor Girlz, Billion Dollar Baby, Zay Hilfigerr and Zayion McCall** ("Juju On That Beat"), **The Bomb Digz, Ayo & Teo, Christian Combs, Elhae** and **Spencer Ludwig**. On Sunday, BET will host a joyful Gospel Event on the BETX Main Stage with moving performances from **Israel Houghton, Tasha Cobbs, Jonathan McReynolds** and **Mali Music** as well as **Pastor Touré Roberts** and **Sarah Jakes Roberts** delivering a powerful message.

This year, the BET Experience is introducing the new BET Fan Fest wristband which all attendees will be required to wear upon arrival to enter the BET Fan Fest. Beginning today, fans will be able to register for the BET Fan Fest wristbands by downloading the BETX '17 app or going to betexperience.com. The BET Fan Fest wristband gives access to some of the hottest events happening during the BET Experience weekend, including the BET Experience Main Stage music performances, Genius Talks sponsored by AT&T, BET Experience Fashion & Beauty, Coca Cola Music Studio, the NEW Kicksperience, World of Dance, Dell Gaming Station, Nickelodeons' \$50K Kids' Choice Sports Triple Shot Challenge, and the NEW BET Casting Call. Additionally, access to the BETX Celebrity Basketball Game will be available for purchase starting today.

As previously announced, BET Networks will make its return to Los Angeles for the four-day music and entertainment festival, the BET Experience at L.A. LIVE presented by Coca-Cola®, June 22 - 25, 2017. Teaming up with AEG, one of the leading entertainment companies in the world and developer/operator of L.A. LIVE and STAPLES Center, the BET Experience at L.A. LIVE presented by Coca-Cola® will feature some of today's hottest artists including **Snoop Dogg, Wiz Khalifa, Migos, A\$AP Rocky, Schoolboy Q, Bryson Tiller, Kid Cudi, Gucci Mane, Jhené Aiko, Rae Sremmurd, Jidenna, Young Thug, Desiigner, Lil Yatchy, Pusha T, THEY., H.E.R., Playboi Carti** and **Khalid**. The four day event will showcase the best in music, entertainment and interactive activations at the fan festival, BETX Live Show tapings, seminars and celebrity appearances.

VIP Packages for the 5th year of the BET Experience weekend are better than ever and now on-sale. In addition to VIP amenities throughout the weekend and incredible seats for STAPLES Center shows, three levels of BETX VIP Packages offer guests the only opportunity to purchase tickets to the highly-anticipated BET Awards, broadcast live from Microsoft Theater. Last year the in-demand VIP Packages sold out, so guests are encouraged to purchase now before the allotment is depleted. Full package amenities and pricing for the Diamond, Platinum and Gold VIP Packages can be found by visiting BETExperience.com or by calling (877) 234-8425.

General tickets for the BET Experience at L.A. LIVE presented by Coca-Cola® are on sale now at <http://www.axs.com/betexperience>.

Download the BETX '17 app powered by AT&T, the #1 source for everything BETX, including real-time event updates, full schedules, BET Fan Fest wristbands, daily prizes, ticket giveaways, live streams and much more.

Follow the BET Experience on Twitter @betexperience for the latest and greatest and join the hottest conversation by using #BETX. Feel free to also check us out online at <http://www.betexperience.com>.

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 African-American Woman; BET Music Networks - BET Jams, BET Soul and BET Gospel; BET Home Entertainment; BET Live, BET's growing festival business; BET Mobile, which provides ringtones, games and video content for wireless devices; and BET International, which operates BET around the globe.

BET EXPERIENCE AT L.A. LIVE PRESENTED BY COCA-COLA®

BET Networks, an entertainment powerhouse, and AEG, the world's leading sports and live entertainment company and developer/operator of L.A. LIVE, have teamed up once again to create the BET EXPERIENCE AT L.A. LIVE (BETX), June 22 - 25, 2017 presented by Coca-Cola®. This four-day festival will be filled with music concerts taking place at The Novo by Microsoft and STAPLES Center; BET Fan Fest at the Los Angeles Convention Center including seminars, celebrity basketball games, celebrity meet & greets; and other special appearances. The weekend will be capped off with the "BET Awards" on Sunday, June 25, 2017 at Microsoft Theater.

ABOUT AEG

Headquartered in Los Angeles, California, AEG is the world's leading sports and live entertainment company. With offices on five continents, AEG operates in the following business segments: **AEG Facilities**, which is affiliated with or owns, manages or consults with more than 120 preeminent arenas, stadiums, theaters, clubs and convention centers around the world including The O2 Arena, the Sprint Center and the Mercedes-Benz Arenas; **AEG Presents**, which is dedicated to all aspects of live contemporary music performances, including producing and promoting global and regional concert tours, music and special events and world-renowned festivals; **AEG Real Estate**, which develops world-class venues, as well as major sports and entertainment districts like STAPLES Center and L.A. LIVE; AEG Sports, which is the world's largest operator of sports franchises and high-profile sporting events; and **AEG Global Partnerships**, which oversees worldwide sales and servicing of sponsorships including naming rights, premium seating and other strategic partnerships. Through its worldwide network of venues, portfolio of powerful sports and music brands and its integrated entertainment districts, AEG entertains more than 100 million guests annually. More information about AEG can be found at www.aegworldwide.com.

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