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BET Networks Announces New Tentpole Social Media Extravaganza "THE BET SOCIAL AWARDS" Airing LIVE Sunday, February 11, 2018 at 10 P.M./7 P.M. ET/PT

Executive Produced by Actor/Comedian Mike Epps the Inaugural Social-Kudofest Will Highlight the Top Trending Topics, Social Influencers and the Most Talked about Viral Moments of 2017

"THE BET SOCIAL AWARDS" Will Air LIVE from Los Angeles

NEW YORK--(BUSINESS WIRE)-- This winter BET Networks will slide into viewers' DMs and screens with the inaugural **"THE BET SOCIAL AWARDS"** from **Executive Producer Mike Epps**. A first-of-its-kind award show, **"THE BET SOCIAL AWARDS"** will celebrate the very best (and worst) in social media over the past year. From your favorite celebrity follows, to the biggest memes, hashtags and trends of the year, this one-hour event will cover all of the most memorable social media moments that flooded your timelines in 2017. **Airing LIVE Sunday, February 11 at 10 P.M./7 P.M. ET/PT** from Los Angeles, **"THE BET SOCIAL AWARDS"** will celebrate the most talked about moments across Facebook, Twitter, Instagram, YouTube, Snapchat, Musical.ly and more.

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"THE BET SOCIAL AWARDS" are a natural fit for the Network, which regularly dominates the social sphere and drives the conversation with buzzy programming and viral moments that trend worldwide. In fact, BET's specials now claim 6 of the Top 10 Most Social Cable Specials for 2017 year-to-date* - including the Top 3 of the year (The New Edition Story, BET Awards and Hip Hop Awards)*. Now the network is turning the tables to honor and celebrate the best in social media. **"THE BET SOCIAL AWARDS"** will feature Social Media stars, celebrities, social-inspired performances, comedic nominee packages, unexpected award moments, and tons of surprises. Keeping with BET's tradition of celebrating the best in entertainment, the Network will once again host an electrifying night of television and social media that is bound to be #LIT!

Host and Categories to be announced at a later date.

"THE BET SOCIAL AWARDS" is a BET Production, with Mike Epps, Kyra Robinson and Eric Conte serving as Executive Producers and Dan Weinreich as producer of the special.

For updates and more information about **"THE BET SOCIAL AWARDS"**, please visit BET.com/SocialAwards. Join the conversation on social media by logging on to our social media platforms using the hashtag: **#BETSocialAwards**.

*Source: Nielsen, Social Content Ratings, 1/1/17 - 11/26/17, episode-level linear data.

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 is in nearly 85 million households and can be seen in the United States, Canada, the Caribbean, the United Kingdom, sub-Saharan Africa and France. BET is the dominant African-American consumer brand with a diverse group of business extensions including [BET.com](http://www.bet.com), a leading Internet destination for Black entertainment, music, culture, and news; BET HER (formerly 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 Networks around the globe.

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