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**BET NETWORKS CHAIRMAN AND CEO DEBRA LEE TO SERVE AS HONORARY
CO-CHAIR FOR THE 30TH ANNUAL NAMIC CONFERENCE**

NEW YORK, NY – August 25, 2016 -- Debra Lee, chairman and chief executive officer, BET Networks has been named honorary co-chair for the **30th Annual NAMIC Conference**. Held as part of the cable industry's *Diversity Week*, the 30th Annual NAMIC Conference is scheduled for September 20-21, 2016 at the New York Marriott Marquis in New York City. Presented by the **National Association for Multi-ethnicity in Communications (NAMIC)**, the theme for this year's conference is **Diversity 3.0—Innovation through Inclusion**.

"Ms. Lee is one of our industry's true visionaries and we are thrilled to have her provide honorary leadership for this year's conference," said **Eglon E. Simons**, president and CEO, NAMIC. "BET Networks and Ms. Lee have established a legacy of advocating for diversity and inclusion. NAMIC is honored to have their continued support."

In her role as chairman and chief executive officer of the leading media and entertainment company aimed at African-Americans, Lee is one of the highest ranking African-American women at the media giant Viacom Inc. Prior to her appointment as CEO, Lee a graduate of the John F. Kennedy School of Government and Harvard Law School, served as the network's President and Chief Operating Officer. Under her leadership, BET Networks continues to bring quality programming to their audience of 90 million households.

"I am pleased to serve as honorary co-chair for this year's NAMIC Conference, which presents a perfect opportunity to highlight diversity and inclusion as central to all aspects of our business," said Lee. "Congratulations to NAMIC as it celebrates 30 years of producing a forum that supports our industry's goal of maintaining a robust pipeline of professionals of color."

Lee will serve as honorary co-chair for the 30th Annual NAMIC Conference alongside John Martin, chairman and chief executive officer, Turner.

An impressive roster of the media and entertainment industry's business leaders, influencers and subject-matter experts will highlight the 30th Annual NAMIC Conference. Focused on three learning tracks: Business Solutions, Content & Imagery and Leading & Learning, this year's conference agenda will feature informative general sessions, a Breakfast Recognizing the Cablefax 2016 Most Influential Minorities in Cable, the L. Patrick Mellon Mentorship Program Luncheon, the Excellence in Multicultural Marketing Awards, evening receptions and other networking opportunities.

For more information or to access online registration for the 30th Annual NAMIC Conference log onto namic.com/events or contact Sandra Girado, vice president of Events and Partner Relations, NAMIC, at 212-594-5985 or via email at sandra.girado@namic.com. Group registration discounts are available for multiple attendees from the same company.

ABOUT NAMIC

NAMIC (National Association for Multi-ethnicity in Communications) is the premier organization focusing on multi-ethnic diversity in the communications industry. Founded in 1980 as a non-profit trade association, today NAMIC comprises 2,800 professionals belonging to a network of 16 chapters nationwide. Through initiatives that focus on education, advocacy and empowerment, NAMIC champions equity and inclusion in the workforce, with special attention given to ensuring that the leadership cadres of our nation's communications industry giants reflect the multi-ethnic richness of the populations they serve. Comcast | NBCUniversal, Time Warner Cable and Turner Broadcasting System, Inc. are NAMIC's Platinum Annual Corporate Sponsors. For more information, please visit www.namic.com and stay connected to NAMIC on Facebook, LinkedIn, Twitter, Instagram, and YouTube.

ABOUT BET Networks

BET Networks, a subsidiary of Viacom Inc. (NASDAQ: VIA, VIA.B listed 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 **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.

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