



News Releases

Show-Stopping Moments Abound at 'BET AWARDS '08' - 'The Hottest Ticket On Television'

Kanye West, UGK Score Two Awards Each; Other Winners Include Alicia Keys, Chris Brown, Missy Elliott and Marvin Sapp

Performances Feature Usher, Ne-Yo, T-Pain, Young Jeezy, Kanye, Rihanna, Keyshia Cole, Lil Wayne, Chris Brown, Nelly, Ciara, Alicia Keys, Jill Scott, Al Green, Marvin Sapp, Flo Rida, Rick Ross, Big Boi, Ludacris, Lil' Kim and More

LOS ANGELES, June 24 /PRNewswire/ -- BET AWARDS '08 lived up to its promise as "the hottest ticket on television," as BET brought together the best in entertainment, music and sports for its annual "family reunion," which premiered LIVE from Los Angeles' Shrine Auditorium on Tuesday, June 24 at 8:00 p.m.*

Rapper Kanye West was named Best Male Hip Hop Artist and won Best Collaboration for "Good Life" featuring T-Pain. UGK scored the Best Group nod and also earned Video of the Year for "International Player's Anthem (I Choose You)" featuring Outkast. Alicia Keys was named Best Female R&B Artist, Chris Brown was awarded Best Male R&B Artist, and Missy Elliott landed Best Female Hip Hop Artist honors. BET named The Dream this year's Best New Artist, while Marvin Sapp won Best Gospel Artist.

Hosted by the always hilarious D.L. Hughley, BET AWARDS '08 featured jaw-dropping performances by the hottest artists in the game today - from hip hop to gospel to R&B to soul. Usher opened the show with a sultry rendition of "Love in this Club," while Ne-Yo's high-energy performance of "Closer" included tons of impressive choreography and a cameo by Jabbawoockeez from MTV's "America's Best Dance Crew."

Young Jeezy and Kanye gave an electrifying showing of "Put On," and T-Pain performed a colorful, circus-inspired medley of songs, featuring Flo Rida, Rick Ross, Big Boi, DJ Khaled and Ludacris. Girl power was definitely in the house, as Keyshia Cole sang "Heaven Sent" and was joined by Lil' Kim for "Let It Go," and Alicia Keys performed "Teenage Love Affair" and then accompanied some of the best girl groups of all time - SWV, En Vogue and TLC - for performances of their hit songs.

Marvin Sapp gave a truly inspirational and powerful rendition of "Never Would Have Made It," and other show-stopping performances included Rihanna, Lil Wayne, Chris Brown's sizzling dance with Ciara, and Nelly's medley with Jermaine Dupri and Fergie. In addition,

Jill Scott and Maxwell performed a moving tribute to legendary R&B icon Al Green, this year's recipient of BET's Lifetime Achievement Award. Green brought the house down with his own performance of "Let's Stay Together" and "Love and Happiness." Quincy Jones, celebrated producer/arranger/composer, was also honored with BET's prestigious Humanitarian Award for his outreach to young African-Americans through the Listen Up Foundation.

A star-studded line-up of the hottest A-list celebrities made appearances at the show, including LL Cool J, Terrence Howard, Queen Latifah, Diddy, John Legend, David Banner, MC Lyte, Jennifer Hudson, Tyrese, Jordin Sparks, Mel B, Nia Long, Cuba Gooding, Jr., Morris Chestnut, Gabrielle Union, Mary Mary, Lauren London and Kevin Hart.

Encore telecasts of the BET AWARDS '08 are set for: Friday, June 27 from 7:30-11:00 p.m.*; Sunday, June 29 from 7:30-11:00 p.m.*; Tuesday, July 1 from 7:30-11:00 p.m.*; Friday, July 4 from 6:00 p.m.-12:00 a.m.; Saturday, July 12 from 7:30-11:00 p.m.*; and Thursday, July 17 from 7:30-11:00 p.m.* (Please note: End time may change depending on final show length.)

The following is a complete list of winners from the BET AWARDS '08:

Best Female R&B Artist
Alicia Keys

Best Male R&B Artist
Chris Brown

Best Group
UGK

Best Gospel Artist
Marvin Sapp

Best Female Hip Hop Artist
Missy Elliott

Best Male Hip Hop Artist
Kanye West

Best New Artist
The Dream

Best Collaboration
Kanye West f/ T-Pain "Good Life"

Best Video Director
Erykah Badu and Mr. Roboto

Video of the Year
UGK f/ Outkast "International Player's Anthem (I Choose You)"

Best Actor
Denzel Washington

Best Actress
Halle Berry

Male Athlete of the Year
Kobe Bryant

Female Athlete of the Year
Candace Parker

BET J Award
Raheem DeVaughn

Viewers' Choice Award
Lil Wayne f/ Static "Lollipop"

BET once again teamed up with Cossette Productions, the famed producers of the GRAMMY Awards® and the seven record-setting BET AWARDS shows, to handle production of the telecast. Stephen Hill, BET Executive Vice President, Music and Programming, along with Lynne Harris-Taylor, BET Vice President of Specials, are executive producers of the telecast.

BET AWARDS '08 is sponsored by Dodge, Pepsi, Verizon Wireless, General Motors, P&G, Target, CIROC Vodka and Ford.

*All times ET/PT

About BET Networks

BET Networks, a division of Viacom Inc. (NYSE: VIA)(NYSE: 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, which provides ringtones, games and video content for wireless devices; and BET International, an extension of BET network programming for global distribution.



BET Announces Marketing Partnerships With a Host of Sponsors for the 'Hottest Ticket on Television' - The BET AWARDS 2008

Advertising and Promotional Partners Include Dodge, Procter & Gamble, Target, CIROC Vodka, Ford, Coors, Pepsi, Verizon Wireless and Akademiks

NEW YORK, June 23 /PRNewswire/ -- In support of this year's BET AWARDS, BET has announced unique marketing partnerships with several high-profile sponsors, including Dodge, Procter & Gamble, Target, CIROC Vodka, Ford, Coors, Pepsi, Verizon Wireless and street wear clothing brand Akademiks. In addition to being integrated into various elements of the show and its ancillary events, each partner will be featured in advertising spots during BET AWARDS '08, which will air live from Los Angeles' Shrine Auditorium on Tuesday, June 24 at 8:00 p.m.*

Hosted by actor and comedian D.L. Hughley and tagged as "the hottest ticket on television," BET AWARDS '08 will feature LIVE performances by some of today's hottest artists, including Usher, Lil Wayne, Ne-Yo, Rihanna, Keyshia Cole, Marvin Sapp, Nelly, Alicia Keys, Kanye West, Chris Brown, and Young Jeezy. In addition, LL Cool J, Ice Cube, Terrence Howard, Jennifer Hudson, Gabrielle Union, Mary Mary, Lauren London and Kevin Hart have been added as presenters, and Jill Scott has been confirmed to perform a special tribute to legendary R&B icon Al Green, who is receiving BET's Lifetime Achievement Award. Quincy Jones, celebrated producer/arranger/composer, is also being honored this year with BET's prestigious Humanitarian Award.

"By teaming up with these companies in support of the most hotly anticipated evening in Black entertainment, we're giving them the opportunity to reach one of the largest diverse audiences in television history," said Louis Carr, President of Media Sales, BET Networks. "It's truly exciting for us to work with each of these advertising partners in providing them with creative, compelling executions to promote their brands in conjunction with the BET AWARDS."

"We're committed to weaving our sponsors' brands seamlessly into the BET AWARDS '08 and all of the great events we have planned in support of the big show," said Alvin Bowles, Senior Vice President, Integrated Marketing, BET Networks. "With such a high-profile awards show and so many prestigious advertising partners, it's a win-win situation in exposing our brand and theirs to millions of passionate multicultural viewers."

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In a recent multimedia engagement analysis of 5,000 African-American adults, Simmons Market Research Bureau found that BET viewers are 21% more ad receptive when they watch ads on BET, and 31% more ad receptive when they see ads on BET.com, versus other networks and sites. In the days and weeks leading up to the show, as well as during the event itself, a number of sponsors will be integrated into various elements and ancillary events for BET AWARDS '08. The following has more details on each partnership:

-- Dodge

- Sponsoring the BET AWARDS '08 Red Carpet Event, featuring the All-New 2009 Dodge Journey and the All-New 2009 Dodge Challenger.
- Also co-sponsoring the BET Networks Celebrity Billiards Tournament
 - Donating a 2009 Dodge Journey and custom artwork by artist Jerry Prettyman to designated charity of the tournament's winner.

-- Procter & Gamble

- Sponsoring the My Black Is Beautiful Beauty Suite backstage before the BET AWARDS '08
 - Celebrities can get lite hair, make-up and skin analysis
- Also hosting a My Black Is Beautiful Awards beauty microsite and poll on BET.com that will have users vote on celebrities with most beautiful smile, beautiful hair, and beautiful face
 - Winners of poll will be announced during BET AWARDS '08
- Also co-sponsoring a dinner on Monday, June 23, the evening before BET AWARDS '08, and hosted by Debra Lee, Chairman and Chief Executive Officer of BET Networks

-- Target:

- Co-sponsoring a dinner on Monday, June 23, the evening before BET AWARDS '08, and hosted by Debra Lee, Chairman and Chief Executive Officer of BET Networks
- Sponsoring the TARGETCAM element of the pre-show, highlighting celebrity arrivals on the Red Carpet

-- CIROC Vodka

- Official Spirits sponsor of the BET AWARDS '08
 - Sponsor of LIVE BET AWARDS '08 Post-show
 - Co-sponsor of BET AWARDS '08 after-party

-- Lincoln/Ford:

- Post-show integration
 - Danelle and Toure of BET's THE BLACK CARPET will be seen using a 2008 Lincoln Navigator, as they head to the BET AWARDS '08 after-party at the end of the show.
 - The All-New distinctive 2009 Ford Flex will provide special "concierge car service" to BET talent and other celebrities.
 - BET AWARDS '08 after-party co-sponsor

- Coors Brewing Company/Coors Light:
 - Co-sponsoring the BET Networks Celebrity Billiards Tournament on Saturday, June 21 in Hollywood
 - 32 celebrity contestants will participate in this new event, with the real winner of the night being the charity of the winning celebrity's choice, which will receive a vehicle and custom artwork.

- Pepsi:
 - DJs from Pepsi's DJ Division are hosting customized vignettes profiling four BET AWARDS '08 nominees. The vignettes were produced by BET and are airing on the channel during the month of June.
 - As a sponsor of the BET AWARDS '08 Web site, Pepsi is providing exclusive content from their DJ Division and presenting the Pepsi "Month in the Mix" Sweepstakes offering the chance for a BET.com site visitor to win a trip to attend a Missy Elliott concert this October.

- Verizon Wireless:
 - Sponsoring Viewers' Choice Award Poll, driven by BET.com
 - Creating "My First BET Awards," a special show to premiere first online and then on-air, which will follow BET Awards nominee Flo Rida, as he attends the show for the first time.

- Akademiks:
 - Confirmed to style the BALDWIN HILLS cast for the BET AWARDS '08
 - Akademiks will be designing clothes to fit each cast member's style, as each cast member will have input on the design of the clothes they will be wearing on the Red Carpet.
 - Co-producing the Oasis Spa Lounge on Sunday, June 22 and Monday,

June 23

- BET AWARDS '08 presenters and nominees will be treated to a day of luxury with massages, manicures and pedicures.