



MEDIA INFORMATION

1235 W STREET NE | WASHINGTON DC 20018 | 202.608.2208 | WWW.BET.COM/PR

FOR IMMEDIATE RELEASE

CONTACTS: Bernadette Simpao
(212) 846-6722
bernadette.simpao@bet.net

PAXTON BAKER, EXECUTIVE VICE PRESIDENT AND GENERAL MANAGER OF BET J AND BET DIGITAL NETWORKS, NAMED CHAIRMAN OF THE CONGRESSIONAL AWARD NATIONAL BOARD OF DIRECTORS

NEW YORK — December 13, 2007 — BET Networks has announced that Paxton Baker, Executive Vice President and General Manager of BET J and BET Digital Networks, has been elected to serve as Chairman of the Congressional Award National Board of Directors. The Congressional Award is a public-private partnership created by the United States Congress that recognizes the ambition, achievements and community service of young Americans. Baker had been appointed to the National Board of Directors by House Speaker Nancy Pelosi in September, and he previously served as Vice Chairman of the Congressional Award Foundation Board since 2004.

As Chairman, Baker will oversee the National Board, which establishes the standards and procedures for the Congressional Award Program. Through the program, the U.S. Congress recognizes young people who set up and achieve goals in four program areas: volunteer public service; physical fitness; personal development; and expedition/exploration.

“It’s an honor to be a part of the Congressional Award Program, which acknowledges the accomplishments of our country’s young leaders and empowers them to do better for themselves and their communities,” said Baker. “I’m excited to take on this leadership role and continue upholding the Congressional Award’s long history of excellence and service.”

“Paxton brings a wealth of leadership experience and business expertise to the Congressional Award Foundation,” said Erica Heyse, National Director of the Congressional Award Program. “As Vice Chairman he was instrumental in building a strong and successful program for our nation’s young people, and we are delighted to be working with him in this new role as the organization continues to grow.”

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 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.

###