



FOR IMMEDIATE RELEASE

T.I., BUSTA RHYMES AND CHAMILLIONAIRE TOP IMPRESSIVE NOMINEES LIST FOR INAUGURAL *BET HIP-HOP AWARDS*

Snoop, Ludacris, T.I., and Young Jeezy Among the Stars Slated to the Rock Mics at BET Hip-Hop Awards Hosted by Katt Williams at Atlanta's Historic Fox Theatre

ATLANTA – (October 12, 2006) – If you thought last summer's **BET AWARDS '06** were off the hook – and they were – just wait until the inaugural **BET HIP-HOP AWARDS** on **Sunday November 12**. The nominees for BET's first awards show honouring the cream of hip-hop culture in 14 different categories were unveiled today during a press conference at the Metropolitan Atlanta Chamber of Commerce. On hand to make the announcements were: **Katt Williams**, actor/comedian and host of the **BET HIP-HOP AWARDS**; Multi-platinum rapper and Academy award-winning film *Crash* cast member **Ludacris**; hip-hop mogul and super-producer **Jermaine Dupri**; platinum-selling rapper **Young Jeezy**; **Stephen Hill**, BET Executive Vice President for Entertainment and Music and **BET HIP-HOP AWARDS** Executive Producer; **Lisa Borders**, Atlanta City Council President; **Sam A. Williams**, President of the Atlanta Metro Chamber of Commerce; and **Spurgeon Richardson**, President and CEO of Atlanta Convention and Visitors Bureau.

It's been the year of the "Dirty South," so it's quite appropriate that Atlanta was selected to host the first **BET HIP-HOP AWARDS** show. The man making the most noise from below the Mason-Dixon line is ATL's own **T.I.**, leading all nominees with eight nods. **T.I.** is up for possible honors in the *Video of the Year*, *Hip-Hop Track of the Year*, *Hip-Hop MVP of the Year*, *Lyricist of the Year*, *Best Live Performance*, *Best Collaboration*, *Hip-Hop CD of the Year* and *Hip-Hop Hustler of the Year* categories.

"BET was the first network to bring rap and hip-hop music to the masses. So it's natural for BET to raise the honour and recognition this genre so deserves to levels beyond what anyone else has done," said Stephen Hill, Executive Vice President of Music Programming and Talent for BET Networks. "We will salute rap and hip-hop through their varying stages of evolution in history. Beats, lyrics, dance, production and performance will all be showcased in some amazing ways all night long."

Joining **T.I.** with multiple nods are: **Busta Rhymes** with six, **Chamillionaire** with five, **Yung Joc** and **Lupe Fiasco** with four; **Kanye West**, **Lil' Wayne** and **Young Jeezy** with three each; and **Common**, **Rick Ross**, **Nelly** and **Cham** with two apiece.

The show will also feature bumping and thumping live performances by **Snoop Dogg**, **Ludacris**, **T.I.**, and **Young Jeezy**. Although hosting an awards show – particularly one with this caliber of talent – is no easy gig, Katt Williams, perhaps best known for his scene-stealing turn as Money Mike in “Friday After Next” and his recent HBO stand-up comedy special “The Pimp Chronicles, Part 1”, says he’s up for the challenge.

-- more --

Nominees Unveiled for First-Ever BET HIP-HOP AWARDS / Page 2

“Well, you know, I’m a great believer that enthusiasm is always the most important ingredient,” Williams says. “So you want to have somebody hosting a hip-hop show that actually loves hip hop and has for as long as they can remember. So in that respect, there’s not a lot of weight on my shoulders. It’s really a joy, because I’m going to be excited every second that I’m onstage. And the audience needs to see that sort of thing, not ‘I’m qualified to be here and that’s why I’m here.’ But really, I’m so excited to be doing this.”

In paying homage to the core tenets of hip hop, BET is recognizing exceptional work and contributions to the genre in the areas of dance, film/visual art, spoken word/lyricism and beat production with four special Element awards: *Video Director of the Year*, *Producer of the Year*, *Lyricist of the Year*, and *Best Hip-Hop Dance of the Year*. Additional categories include *Rookie of the Year*, *Hip-Hop Movie of the Year* and the *Alltel Wireless People’s Champ Award* (Viewers’ Choice). BET has again teamed with Cossette Productions, famed producers of the GRAMMY Awards® and the six previous record-setting *BET AWARDS* shows, to jointly produce this fresh salute to everything hip hop.

For the first-time ever, BET will splash some international flavor on its awards show with special honours geared around the British urban music scene. Five noted hip-hop artists from the United Kingdom will battle for recognition by British hip-hop fans as *Best UK Hip-Hop Artist*. BET International is joined through partnerships with British urban music brands MTV Base and 1 Xtra BBC in establishing this category spotlighting British hip-hop.

The following is a complete list of the **2006 BET HIP-HOP AWARDS** nominees and categories:

HIP-HOP VIDEO OF THE YEAR

Busta Rhymes f/ Mary J. Blige, Rah Digga, Missy Elliott, Lloyd Banks, Papoose & DMX - *Touch It Remix*
Common - *Testify*
Lupe Fiasco - *Kick, Push*
T.I. - *What You Know*
Yung Joc - *Goin' Down*

ELEMENT AWARD: VIDEO DIRECTOR OF THE YEAR

Benny Boom:

Chain Hang Low (Jibbs)

Fresh Azimiz Remix (Bow Wow f/ Mike Jones)

Have A Party (Mobb Deep f/ 50 Cent & Nate Dogg)

Hustler Musik/Money On My Mind (Lil Wayne)

Like This (Mack 10 f/ Nate Dogg)

Shooter (Lil Wayne f/ Robin Thicke)

Touch It (Busta Rhymes)

Touch It Remix (Busta Rhymes f/ Mary J. Blige, Rah Digga, Missy Elliott, Lloyd Banks, Papoose & DMX)

Touchin' (David Banner f/Jazze Pha)

Dr. Teeth:

Chunk up the Deuce (Lil KeKe f/ Paul Wall & Bun B)

Diamonds Remix (Slim Thug f/ Young Jeezy, Slick Pulla & Killa)

Everybody Get Up (Pitbull f/ Pretty Ricky)

Front Back (T.I. f/ UGK)

Let's Cheat (Tango Redd f/ Lloyd)

Spit Ya Game (The Notorious B.I.G. f/ Twista, Krayzie Bone, 8Ball & MJG)

They Don't Know (Paul Wall f/ Mike Jones & Bun B)

Way I Be Leanin' (Juvenile f/ Mike Jones, Paul Wall, Skip & Wacko)

-- more --

Nominees Unveiled for First-Ever BET HIP-HOP AWARDS / Page 3

Hype Williams:

Control Myself (LL Cool J f/ Jennifer Lopez)

Diamonds On My Neck (Smitty)

Drive Slow (Kanye West f/ Paul Wall, T.I. & Gangsta L. Crisis)

Freeze (LL Cool J f/ Lyfe Jennings)

Gold Digger (Kanye West f/ Jamie Foxx)

My Hood (Young Jeezy)

Snap Yo Fingers (Lil Jon f/ E-40 & Sean Paul of YoungBloodZ)

Little X:

Girls (Beenie Man f/ Akon)

Shoulder Lean (Young Dro f/ T.I.)

Temperature (Sean Paul)

U And Dat (E-40 f/ T-Pain & Kandi)

(When You Gonna) Give It Up To Me (Sean Paul f/ Keyshia Cole)

Wild 2 Nite (Shaggy f/ Olivia)

Sanaa Hamri:

Ghetto Story Chapter 2 (Cham f/ Alicia Keys)

Nasty Girl (The Notorious B.I.G. f/ Nelly, Diddy, Jagged Edge & Avery Storm)

HIP-HOP TRACK OF THE YEAR

Goin' Down - Yung Joc, Produced by Nitti

Ridin' - Chamillionaire f/ Krayzie Bone, Produced by Play-N-Skillz

Stay Fly - Three 6 Mafia f/Young Buck, 8 Ball & MJG, Produced by DJ Paul & Juicy J
Touch It - Busta Rhymes, Produced by Swizz Beatz
What You Know - T.I., Produced by DJ Toomp

ROOKIE OF THE YEAR

Cham
Chamillionaire
Lupe Fiasco
Rick Ross
Yung Joc

ELEMENT AWARD: PRODUCER OF THE YEAR

Jermaine Dupri:
Control Myself (LL Cool J f/ Jennifer Lopez)
Fresh Azimiz Remix (Bow Wow f/ Mike Jones)
Pullin' Me Back (Chingy f/ Tyrese)

Kanye West:
Drive Slow (Kanye West f/ Paul Wall, T.I. & Gangsta L. Crisis)
Gold Digger (Kanye West f/ Jamie Foxx)
Heard 'Em Say (Kanye West f/ Adam Levine)
Shake (Ying Yang Twins f/ Pitbull)
Testify (Common)
Touch The Sky (Kanye West f/ Lupe Fiasco)

-- more --

Nominees Unveiled for First-Ever BET HIP-HOP AWARDS / Page 4

Lil Jon:
Presidential (YoungBloodZ)
Snap Yo Fingers (Lil Jon f/ E-40 & Sean Paul {YoungBloodZ})
Tell Me When To Go (E-40 f/ Keak Da Sneak)

Nitti:
Goin' Down (Yung Joc)
I know You See It (Yung Joc f/ Brandy "Ms. B" Hambrick)

Swizz Beatz:
New York **** (Busta Rhymes f/ Swizz Beats)
Spit Ya Game (The Notorious B.I.G. f/ Twista, Krayzie Bone, 8Ball & MJG)
Touch It (Busta Rhymes)
Touch It Remix (Busta Rhymes f/ Mary J. Blige, Rah Digga, Missy Elliott, Lloyd Banks, Papoose & DMX)
Touchin' (David Banner f/Jazze Pha)

HIP-HOP MVP OF THE YEAR

Chamillionaire
Lil Wayne
T.I.
Young Jeezy
Yung Joc

ELEMENT AWARD: LYRICIST OF THE YEAR

Busta Rhymes
Common
Lil Wayne
Lupe Fiasco
T.I.

ELEMENT AWARD: BEST HIP-HOP DANCE OF THE YEAR

Chicken Noodle Soup
Hyphy (Go Dumb)
Motorcycle
Shoulder Lean
Snap

BEST HIP-HOP MOVIE

ATL - Director: Chris Robinson
Beef: 3 - Director: Peter Spier
Boss'n Up - Director: Dylan C. Brown
Get Rich or Die Tryin' - Director: Jim Sheridan
Waist Deep - Director: Vondie Curtis-Hall

BEST LIVE PERFORMANCE

Busta Rhymes
Kanye West
Missy Elliott
T.I.
Yung Joc

-- more --

Nominees Unveiled for First-Ever BET HIP-HOP AWARDS / Page 5

BEST COLLABO

Busta Rhymes f/ Mary J. Blige, Rah Digga, Missy Elliott, Lloyd Banks, Papoose & DMX - *Touch It Remix*
Cham f/ Alicia Keys - *Ghetto Story Chapter 2*
Chamillionaire f/ Krayzie Bone - *Ridin'*
Nelly f/ Paul Wall, Ali & Big Gipp - *Grillz*
Young Dro f/ T.I. - *Shoulder Lean*

HIP-HOP CD OF THE YEAR

King - T.I.

Late Registration - Kanye West

Let's Get It: Thug Motivation 101 - Young Jeezy

Lupe Fiasco's Food & Liquor - Lupe Fiasco

Tha Carter II - Lil Wayne

HIP-HOP HUSTLER AWARD

Diddy

Jay-Z

Ludacris

Nelly

T.I.

BEST UK HIP- HOP ARTIST (BET International Category)

Dizzee Rascal

Sway

Plan B

Kano

Blak Twang

ALLTEL WIRELESS PEOPLE'S CHAMP AWARD (VIEWERS' CHOICE)

Busta Rhymes f/ Mary J. Blige, Rah Digga, Missy Elliott, Lloyd Banks, Papoose & DMX - *Touch It Remix*

Chamillionaire f/ Krayzie Bone - *Ridin'*

Dem Franchize Boyz f/ Peanut & Charlay - *Lean With It, Rock With It*

Lil Jon f/ E-40 & Sean Paul (YoungBloodZ) - *Snap Yo Fingers*

Rick Ross - *Hustlin'*

Young Jeezy - *Trap Star/Go Crazy*

For further information and requests please contact Glen on 0207 053 2172 or email Glen@glenyearwoodgroup.com or call Donna Morgan on 0207 053 2175 or email: Donna@glenyearwoodgroup.com

Notes to editors:

About BET Networks

BET Networks, a subsidiary of Viacom, Inc. (NYSE: VIA and VIA.B), is the United States' leading provider of quality entertainment, music, news and public affairs television programming for the African-American audience. The primary BET channel reaches more than 83 million households according to Nielsen media research, and can be seen in the United States, Canada and the Caribbean. BET is the dominant African-American consumer brand with a diverse group of businesses extensions: BET.com, the Number 1 Internet portal for African Americans; 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 ring tones, games and video content for wireless devices; and BET International, an extension of BET network programming for global distribution.

About BET Hip Hop Awards

On Wednesday, November 15, BET Networks will televise its inaugural BET Hip-Hop Awards from the Fox Theatre in Atlanta, Georgia, USA. The show will celebrate superlative performance and monumental achievement across the hip-hop music genre. The event will also feature exciting on-stage performances, stellar salutes and historical retrospectives on the greatness of hip-hop music. Noted American comedian and actor Katt Williams will host the program.

About Glen Yearwood Group

The Glen Yearwood Group is a London specialist communications consultancy that works on behalf of major companies, brands and public sector organisations.

We deliver targeted marketing solutions that reach urban based 11-35 year olds, often from a multi-ethnic cultural background using non-traditional methods of delivery.

Our strength lies in understanding the power of Black cultural lifestyle, its relationship with technology, music, youth lifestyle and its disproportionate influence it has on mainstream purchasing decisions. We understand brands but we also understand “the power of the street”.

About 1 Xtra

1Xtra BBC is the UK's only national black music radio station - formed in 2002, and part of the BBC, it is sister station to BBC Radio 1, the UK's largest youth radio station for over 35 years. 1Xtra was one of the first in a new wave of digital radio stations to hit the UK. 1Xtra specializes in Hip Hop, Dancehall, R&B, Drum and Bass and UK Garage, and also reflects the full spectrum of black music.

About MTV Networks UK & Ireland

MTV Networks is the largest television network in the world and a leading creator of programming and content across all media platforms, with 111 channels and 94 websites reaching more than 440 million households in 167 countries worldwide. MTV Networks UK & Ireland operates 3 channel groups - Comedy, Kids and Music. Our 9 branded music channels comprise of MTV, VH1, MTV Hits, MTV Base, MTV Dance, MTV2, VH2, VH1 Classic and TMF. They feature the best in music alongside popular shows such as Pimp My Ride, Punk'd, Dirty Sanchez and Cribs. MTV Network's music channels are available on Sky, Cable (through ntl & Telewest) and Freeview, reaching larger audiences than at any time in UK history, with an average of over 17 million viewers each month according to BARB research. Paramount and Nickelodeon in the UK are part of the MTV Networks International portfolio of channels through joint ventures with BSKYB. In addition, MTV Networks is a pioneer in the new and exciting world of digital media, winning awards for its interactive and online services, as well as being the first media company to offer made-for-mobile 3G video content. MTV Networks UK & Ireland offers mobile distribution of four TV channels (MTV Snax, MTV Trax, Paramount and Nickelodeon) as well as online, on-demand entertainment service, MTV Overdrive. MTV Networks is a unit of Viacom.

Ends.