



## COMPELLING DOCUMENTARY “TEN9EIGHT” TO PREMIERE ON BET SUNDAY, FEBRUARY 7 AT 12 NOON\*

**NEW YORK-- January 11, 2010**— In America, a kid drops out of high school every 9 seconds. Imagine if they didn't? This is the compelling question behind award-winning filmmaker Mary Mazzio's newest project **TEN9EIGHT**. Premiering on **BET Sunday, February 2, at 12 noon\*** and **CENTRIC on Monday, February 8, at 8:00 p.m.\*\*,** this thought provoking film tells the inspirational stories of several inner city teens (of differing race, religion, and ethnicity) from Harlem to Compton and all points in between, as they compete in an annual business plan competition run by the Network for Teaching Entrepreneurship (NFTE).

The film includes students such as:

Rodney Walker, age 19, Founder of Forever Life Music and Video Productions: Rodney was put into the foster care system at the age of 5 and ended up homeless on the streets of Chicago. Almost becoming a statistic like many of his brothers, Rodney was able to chart a new future – and is now studying business as a freshman at Morehouse College.

Amanda Loyola, age 16, Founder of Eco-Dog Biscuits: Amanda’s father escaped from the favelas of Rio de Janeiro, finding a job at Burger King in Brooklyn, New York. He inspired his daughter, Amanda, to think that anything might be possible in America. Amanda started her business, a vegetarian dog treat company, after her dog, Princess, died from cancer.

Rodney and Amanda are but two of several remarkably resilient kids featured in this film, all of whom are facing the most challenging of circumstances in the inner city – making their achievements all the more remarkable.

The finals of this competition convenes 35 young entrepreneurs in New York City, chosen from over 24,000 students from across the country, winnowed down through a series of city and statewide business plan competitions held throughout the year. The winner receives \$10,000 to launch his or her business – but more importantly, these finalists have the

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opportunity to interact with high profile entrepreneurs, including the likes of Arthur Blank (founder, Home Depot and owner of the Atlanta Falcons); Tom Scott (co- founder, Nantucket Nectars); Ralph Schlosstein (co-founder, BlackRock); Wyc Grousbeck (owner of the Celtics); and Kay Koplovitz (founder of USA Network). Although there can be only one winner, each student is empowered with the promise of a future they never thought possible.

For more on BET programming, visit [www.bet.com/ontv](http://www.bet.com/ontv).

\*All times ET/PT

## **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, which provides ring tones, games and video content for wireless devices; and BET International, an extension of BET network programming for global distribution.

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