



GET SCHOOLED AND VIACOM HONOR DJ KHALED WITH 'KHALED KEY DAY' IN TIMES SQUARE, HIGHLIGHTING THE SUCCESS OF THE AWARD-WINNING 'MAJOR KEYS' CAMPAIGN

Khaled recognized for monthly key campaign, reaching more than 250 million through earned and donated media; 75% of students who completed a Khaled Key said it “gave them good information”

More than 400 Khaled “change makers” were showcased on Viacom’s Times Square billboard

DJ Khaled and Get Schooled announced the launch 2017-18 'Win More Music' campaign, aimed at expanding impact by deepening music industry education in middle and high schools

New York, NY (June 13, 2017) – DJ Khaled joined Get Schooled, Viacom and TV and radio personality Sway Calloway, along with high school students from around the country, to recognize the impact of their award-winning 'Major Keys' campaign, taking over Viacom’s six-story digital billboard and sharing keys to success with New York City area high school students in Viacom’s Times Square Studio as part of Get Schooled annual Yearbook Day. In total, Khaled and Get Schooled recognized more than 400 high school students hailing from across 38 states who have been inspired to become change makers in their schools and communities. To see a full list of recognized students, visit: www.getschooled.com

A social media campaign, designed to enhance the moment with the “King of Snapchat,” the event included students around the country posting about appearing on the digital billboard for Get Schooled Yearbook Day on Instagram, Twitter and Facebook with the hashtag #Grateful. Snapchat filters with #Grateful messaging were developed, and made available exclusively to those on site for the day, in addition to students on site being given Grateful Khaled Keys, which they took photos with to post on their social channels.

“I am grateful for the positive impact we have had on so many young people and even more grateful for their talent and leadership,” said DJ Khaled. “I am excited to work with Get Schooled to inspire and engage even more young people next year.”

Khaled also announced he will build on the success of 'Major Keys' with a 2017-18 effort titled 'Win More Music.' The campaign aims to connect young people with deeper knowledge and insight into music and the music industry. Viacom has already committed to support this nationwide effort.

The 'Major Keys' campaign has reached more than 250 million people through donated, social and earned media, and garnered more than a million page views on www.getschooled.com. The campaign also included a Snapchat college tour that exposed students to an authentic view of college life, culminating in a Khaled led Snapchat college tour of Harvard University.

Patricia Fuentes, a senior from Miami, FL, won the opportunity to join Khaled at Harvard in December as part of the Snapchat college tour. This spring, she found out she had been accepted to Harvard and plans on attending. “I’m so grateful for Get Schooled, they gave me the opportunity to visit and tour

Harvard University and meet DJ Khaled and his crew. I'm happy to say that in the fall I will be attending Harvard University and Get Schooled helped me see my future school in person!"

Over the course of the school year, Khaled and Get Schooled released seven "Major Keys" in the form of digital badges covering topics like financial literacy, health, goal setting and decision-making strategies. This content has received close to a million page views on the Get Schooled site, and students earned more than 20,000 keys in total. Of students surveyed who have completed one or more key:

- 75% said completing a key "gave them good information"
- 57% said it encouraged them to "think big"
- 70% said it helped them set goals
- 55% said it helped them get smarter at managing money
- 60% said it helped them make better decisions
- 64% said it helped them set themselves up for success

Students said that "the keys taught me how to be a better me" and "they inspired me to make goals so big that people laugh at them."

Khaled and Get Schooled expect to launch the 'Win More Music' campaign this fall. Middle and high schools can sign up to become part of the 2017-18 campaign, and have the chance to earn music studios in their schools. Educators interested in becoming part of this campaign in 2017-18 should sign up at www.getschooled.com/educator.

Anyone can support the 'Win More Music' campaign. To learn more about the campaign, go to www.getschooled.com/khaled.

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About Get Schooled

Get Schooled is a non-profit organization that directly engages and motivates students to graduate from high school and succeed in college. Get Schooled is the premiere education brand for young people – linking students with high quality, cutting edge resources and tools they need to succeed. Get Schooled has developed a track record of success because it engages with young Americans using the media, technology and popular culture that is an integral part of their lives. Get Schooled's work is boosted by partners like Viacom and the Bill & Melinda Gates Foundation. In its first two years, Get Schooled has engaged more than 2.5 million young Americans and has built a network of more than 325 middle and high schools.

About DJ Khaled / We The Best Music Group

A major force in the music industry, mogul, executive, mega producer, 2017 Grammy nominated recording artist, and NY Times Best Selling Author DJ Khaled, known as the "Anthem King" and commonly referred to as the "Quincy Jones of Hip Hop & R&B", has made dozens of chart topping hit records featuring JAY Z, Kanye West, Drake, Chris Brown, Ludacris, T.I., French Montana, Future, Big Sean, Rick Ross, Justin Bieber John Legend, Nicki Minaj and Lil Wayne, among others. In the past twelve

months he has captivated millions of fans globally by the use of social media and has been coined the "King of Snapchat."

In 2006, he launched innovative label deals and started We The Best Music Group. DJ Khaled's influence permeates nearly every facet of pop culture. To date, his single sales exceed 15 million worldwide, spanning iconic anthems such as the triple-platinum "All I Do Is Win" and platinum "We Takin' Over," "I'm On One," "No New Friends," and many more. In 2015, his eighth full-length, *I Changed A Lot*, bowed at #1 on *Billboard's* Top Independent Albums Chart and #2 on the Top R&B Albums Chart, yielding two gold smashes "Hold You Down" and "How Many Times." His We The Best Music Group comprises not only of the record label but a management, publishing, production company, and a full-fledged studio. DJ Khaled is committed to pro social initiatives and is the first social media ambassador of Bono's Project Red and is the national spokesperson for Get Schooled.

About Viacom

Viacom is home to premier global media brands that create compelling television programs, motion pictures, short-form content, apps, games, consumer products, social media experiences, and other entertainment content for audiences in more than 180 countries. Viacom's media networks, including Nickelodeon, Comedy Central, MTV, VH1, Spike, BET, CMT, TV Land, Nick at Nite, Nick Jr., Logo, Nicktoons, TeenNick, Channel 5 (UK), Telefe (Argentina) and Paramount Channel, reach over 3.9 billion cumulative television subscribers worldwide. Paramount Pictures is a major global producer and distributor of filmed entertainment.

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