

Keyshia Coles New Season Of “The Way It Is” on BET Soars In The Ratings

NEW YORK- November 13, 2008- The third time's another charm for BET, as the network's #1 original series KEYSHIA COLE: THE WAY IT IS returned for its third season on Tuesday, November 11 and is now BET's #1 original series season premiere telecast of all time. A total of 1.4 million households and 1.94 million viewers tuned in on Tuesday night, giving the show's season debut a 1.54 coverage rating, according to Nielsen Media Research. The third season premiere of KEYSHIA COLE posted a 10% increase in viewing among households versus last year's premiere, maintaining the series' consistent year-to-year household growth with each season premiere (1.18 million and 1.24 million households for season one and two, respectively).

Additionally, episode two of KEYSHIA COLE aired immediately after the premiere and built on those strong lead-in numbers, scoring a 1.67 coverage rating and drawing 1.5 million households and 2.0 million viewers. Episode two of season three now stands as BET's #1 original series telecast so far this year.

Also, the special sneak peek of BET's new original series BROTHERS TO BRUTHA, which debuted after KEYSHIA COLE, scored a solid 1.02 coverage rating, with 901,000 households and 1.1 million viewers tuning in.

Season three of critically acclaimed docu-drama KEYSHIA COLE: THE WAY IT IS finds the family making progress and discovering their own personal paths. Frankie, Neffie and Keyshia attempt to truly step above their past hurts. During the process, Keyshia finds herself on the path to becoming the woman she is destined to be, leading her family and her business down the road to success. This new path also opens Keyshia's heart and she is finally ready to allow herself to find love once again.

Premiering Tuesday, November 18 at 10:30 p.m.*, the emotional new series **BROTHERS TO BRUTHA** follows the lives of the Harrell brothers as they attempt to find the balance between family and fame. Under the management of their uncle, music veteran Donny “Drano” Harrell, and under the tutelage of the late Shakir Stewart, Executive Vice President of Island Def Jam, Brutha hopes to realize the entire Harrell clan’s lifelong dream of success. Under pressure to be perfect at every turn, the lines between blood and business become blurred and the brothers are put to the test. Will this industry wound the family even more, or will it keep them brother to brother? Brutha’s debut self-titled album is set for release on December 23, 2008. (**BROTHERS TO BRUTHA** is dedicated to the memory of Shakir Stewart).

KEYSHIA COLE: THE WAY IT IS is executive produced by James DuBose of DuBose Entertainment. **BROTHERS TO BRUTHA** is executive produced by DuBose, Donny “Drano” Harrell and Shakir Stewart and co-executive produced by Antonio “LA” Reid and Adriane Hopper. Reginald Hudlin (former head of Entertainment) and Sitarah Pendelton (current Vice President of Development) are the executives for BET Networks.

Viewers can visit www.bet.com/OnTV/BETShows for more about **KEYSHIA COLE: THE WAY IT IS** and **BROTHERS TO BRUTHA**, including biographies, upcoming episodes and exclusive interviews.