



NEWS RELEASE

FOR IMMEDIATE RELEASE

OPPSPLACE.COM, AN RLJ COMPANY, JOINS WITH BET DIGITAL AND UPTOWN MEDIA TO PROVIDE ACCESS TO JOBS AND OPPORTUNITIES FOR DIVERSE TALENT

Career And Procurement Opportunities Will Be Made Available Across Networking Platforms

BETHESDA, MD //MARCH 12, 2013// OppsPlace, LLC, an RLJ Company, today announced it has joined efforts with Black Entertainment Television (BET) Digital and UPTOWN Media to create a multifaceted cross promotional web-based venue designed to address minority unemployment and help users find jobs and opportunities from leading Fortune 500 companies that truly value diversity and inclusion.

OppsPlace.com, created by Robert L. Johnson, founder and chairman of The RLJ Companies and founder of Black Entertainment Television (BET), is a new online portal for diverse individuals and business owners looking to find employment opportunities in corporate America. With over 20,000 open jobs on OppPlace.com, OppsPlace gives top talent countless opportunities to get their foot in the door at leading corporations around the country. There are currently thousands of job vacancies available in entry-level, mid-level, and senior executive levels.

Today's announcement marks the beginning of multiple media partners who firmly believe in Robert L. Johnson's mission of providing a solution to the current unemployment crisis in America -- particularly among minorities. The strategic alliance between OppsPlace, BET Digital, and UPTOWN Media will increase awareness about the thousands of employment opportunities and provide valuable content in key areas such as career success, business development, and gaining financial stability.

(more)

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“We are excited to work with BET Digital and UPTOWN Media in this collaborative effort to assist diverse individuals in finding employment in leading companies that truly understand the business case for diversity and inclusion. By working collaboratively on the unemployment issue, we are confident that thousands of unemployed people will have access to wonderful job opportunities that are available on our OppsPlace platform,” said Kelli Richardson Lawson, President and COO of OppsPlace, LLC. “BET and UPTOWN are two of the top media networks within the minority community and I cannot think of better allies in helping to find a solution to minority unemployment and other issues that directly impact African Americans.”

Each site will feature links to job postings from companies looking to further their commitments to diversity in hiring and employment. In addition to opportunities, job seekers will have access to weekly editorial content, expert advice, blogs, and newsletters on topics such as career, business and finance, and can participate in real-time networking forums discussing the latest job numbers, upcoming events and other employment news.

Job opportunities will be available and cross-promoted through OppsPlace.com, BET.com, and Uptown magazine.com starting mid-March, 2013. Each networking site will announce new openings and career advice via their respective social media outlets, direct marketing, and career fair and industry events across the country.

Visit www.oppsplace.com, www.bet.com, or <http://uptownmagazine.com> for more information and opportunities available in your industry.

About The RLJ Companies: *The RLJ Companies, founded by Robert L. Johnson, is an innovative business network that provides strategic investments in a diverse portfolio of companies. Within The RLJ Companies portfolio, Johnson owns or holds interests in businesses operating in a publicly traded hotel real estate investment trust; private equity; financial services; asset management; insurance services; automobile dealerships; sports and entertainment; and video lottery terminal (VLT) gaming. The RLJ Companies is headquartered in Bethesda, MD, with affiliate operations in Charlotte, NC; Little Rock, AR; Los Angeles, CA; San Juan, PR; and Monrovia, Liberia. Prior to founding The RLJ Companies, Johnson was founder and chairman of Black Entertainment Television (BET). For more information visit: www.rljcompanies.com.*

About OppsPlace: *OppsPlace, LLC created by Robert L. Johnson, founder and chairman of The RLJ Companies and Ariel Friedler, CEO of Symplicity Corporation, is the preeminent online network for minorities looking to build net worth. It is the only online community that aggregates rich content, minorities looking for jobs and minority businesses seeking to do business with U.S. corporations – all in a robust networking environment. OppsPlace provides U.S. companies with the best opportunity to find qualified, minority job seekers and minority businesses in one online destination. For more information visit www.oppsplace.com. Media Inquiries: Traci Otey Blunt 240.744.7858 or press@rljcompanies.com*

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About BET Digital: *BET Digital is the interactive arm of BET Networks, a subsidiary of Viacom Inc. (NYSE: VIA, VIA.B) and the preeminent provider of quality entertainment, music, news and public affairs initiatives for the consumers of African-American culture. BET.com, the premier online destination managed by BET Digital, is a leading Internet source for Black entertainment, music, culture, and news. Other divisions managed by BET Digital portfolio include BET Mobile, which provides apps, ringtones, games and video content for wireless devices; Centric.tv, the online extension for CENTRIC; BET Video On Demand (VOD), one of the largest On Demand service providing African-American content; and the BET Vertical Ad Network, a leading advertising network targeting the high quality consumers of African-American culture with more than 150 content publishers.*

About Uptown Ventures Group: *Founded in 2004, Uptown Ventures Group is the only luxury lifestyle company targeting the Affluent African American (AAA) Market. UPTOWN Magazine affords luxury purveyors the broadest access to this highly sought-after demographic. Uptown Media Group, LLC offers traditional and innovative strategies, including UPTOWN Magazine (published 6times per year with NYC, Chicago, Atlanta, Washington DC, Charlotte, Philadelphia, Detroit and National editions); Uptown Professional (Published 2 times a year)interactive website UPTOWNmagazine.com, lifestyle guide UPTOWNsocial and Uptown's signature events.*

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