



PRESS RELEASE

Fix My Biz Launches on e.tv

TX: Wednesday 15 September at 5.30PM

Fix My Biz, the new exciting reality show in collaboration with Nedbank Small Business Services starts on e.tv on 15 September at 5.30PM. The show aims to uplift businesses that have significant challenges through help from the Fix My Biz team in the areas that are proving to be too difficult to overcome.

Often entrepreneurs have wonderful plans but lack the knowledge to grow their business from good to great. Fix My Biz aims to fill this gap by making a vast amount of professional and experienced resources available to the business. Says Lynn Gaines, manager of local productions, e.tv: "We believe that the more we grow the smaller businesses in South Africa, the greater benefits the country will reap. We'll reap these benefits in the form of jobs and sustainable businesses that will contribute immeasurably to the economy in years to come. Fix My Biz simply can't be missed!"

The first show kicks off by getting to know Kenny Maluleka, the owner of a funeral home consultancy called Maluleka Brokers and Funeral Services. The host, Andile Masuku chats to Kenny about his biggest challenges being lack of signage, no real marketing plan and some innovative ways to increase his policy holders.

Says Shaun Anderson, senior producer at Uphondo Communications: "We are extremely excited to be involved with the conceptualisation and making of Fix My Biz. We are proudly looking forward to engaging with the e.tv viewership and the South African entrepreneurial sector in particular, because of the importance of small business to the development and growth of South African society. More than that, however, we relish the opportunity of making an outstandingly entertaining primetime show with state of the art graphics and production values, as well as humour, spontaneity and freshness taken through conception to final cut".

About the Fix My Biz Team

The host, Andile Masuku is no stranger to the dynamics of business. With a B.B.A. in Management from Helderberg College, this dynamic businessman has plied his trade in a diverse amount of industries including public relations, marketing, television presenting and even vocal performing. With interests in media, writing and MC-ing, Andile will be sure to keep audiences entertained and glued to their screens.

The three other members of the Fix My Biz dream-team are "Bizz-Wizzes" Bill Gibson, a highly successful entrepreneur, author and innovative sales professional, Thayn Niemand a respected

advocate and expert in business and financial planning and then the Managing Executive of Nedbank Small Business Services, Sibongiseni Ngundze.

If you're looking for a feel-good show that anyone especially entrepreneurs can benefit from, don't miss out on the first episode of Fix My Biz on 15 September at 6.05PM.

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Uphondo Communications and Javelin Productions

Uphondo Communications is a black empowered specialised television media company based in fully equipped offices in Sandton, Johannesburg.

A team of television specialists are breaking new ground in creating compelling advertiser-funded television programmes and infomercials for South African television viewers

Javelin Productions is the sister company of Uphondo Communications and is equipped with the very latest TV technology to enable a talented team of film makers to capture it all in digital convenience.

For more information on the companies, go to www.javelintv.co.za or www.uphondo.biz.