



PRESS RELEASE

New Show: Fresh Living TV
TX: Monday 6 September at 5.30PM

e.tv is launching an exciting new reality show in partnership with retailer Pick n Pay called Fresh Living TV. The show will debut on Monday 6 September at 5.30PM.

A fusion of lifestyle and reality TV, the show focuses on real South African challenges and finding simple, affordable solutions for them. The weekly series will be presented by popular radio DJ Ayanda Tini, and will showcase everyday domestic disasters and triumphs. Whether the contestant is a compulsive hoarder, needs assistance in preparing healthful family meals, requires practical tips on child-proofing a home, or is starting their own veggie garden; a team of qualified experts will help find the perfect solution.

On the panel is Justine Drake, celebrated food stylist and editor of Pick n Pay's magazine, Fresh Living, who will share her famous culinary skills: "While the show is aimed at providing simple, smart and affordable solutions to the kind of challenges that most South Africans can identify with," says Justine, "it also features that quintessential feel-good factor that connects us all as human beings and has us cheering when someone gets a helping hand to becoming a better provider for their family."

Other experts on the panel include Jasmine Grindley, a human behaviourist facilitator; recycling expert, Mary Murphy; aqua designer, Jerome David and Jeanne Viljoen, who is an organisational expert.

Said Malcolm Mycroft, Pick n Pay's General Manager for Marketing: "The show is about transforming the day-to-day issues we can all identify with into happy endings. Contestants are ordinary South Africans like you and me who need a bit of extra help in a certain area. It's not only a case of the team of experts working their magic for the purpose of the show, contestants are coached throughout the process so that they are able to manage their identified challenges in the long term."

The 13-episode series was produced by specialist Branded Entertainment agency, 2.0 Media.

South Africans can join the online Fresh Living TV community by visiting www.pnp.co.za

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About the Host

Ayanda started out her career as a presenter on Hip2B2 and starring in the drama series, Interrogation Room. She did some stage work performing in The Little Shop of Horrors and Hells Bells.

This talented young lady also had a starring role in Montana.

About the Production Company

2.0 Media is a multipurpose, creative and production oriented Resource Company specializing in content provision across the entire media spectrum. They deliver high quality production of Television Commercials, branded entertainment activations, production and implementation of rich content for the internet as well as web design and development, creative viral interventions and content providers for mobile phone advertising.

With a track record that spans over 30 years of creative and strategic excellence, Peter Gird, whose name is synonymous with most big brands in South Africa and is undoubtedly one of the country's top

producers has joined forces with Jason Xenopoulos. Jason brings his own unique track-record of filmmaking, above-the-line advertising and internet media development. The duo created 2.0 to meet the needs of a rapidly changing media industry and become a one-of-a-kind production partner to both advertising agencies and clients.

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