



Press Release

New Show: How I Met Your Mother **Sunday 17 September at 7.30pm**

Free-to-air channel, e.tv, launches a brand new comedy, **How I Met Your Mother**, on Sunday 17 September at 7.30pm. The show is exclusive to e.tv and will be broadcast for the first time ever in South Africa. Produced by a heavyweight in the industry, CBS, it has been lauded in the USA as one of the funniest shows in recent years.

It has a strong ensemble cast – and to describe it as a conventional sitcom is not completely accurate. Modern and sexy, it employs a repertoire of contemporary tricks, from freeze frames to split screens, for example.

How I Met Your Mother is a comedy about Ted (Josh Radnor) and how he fell in love. It all starts when Ted's best friend, Marshall (Jason Segal), drops the bombshell that he is going to propose to his long-time girlfriend, Lily (Alyson Hannigan), a kindergarten teacher.

At that moment, Ted realizes that he had better get a move on if he too hopes to find true love. Helping him in his quest is Barney (Neil Patrick Harris), a friend with endless, sometimes outrageous opinions, a penchant for suits and a foolproof way to meet women.

When Ted meets Robin (Cobie Smulders), he's sure it's love at first sight, but destiny may have something else in store. The series is narrated through flashbacks from the future. Ted is neurotic, Robin commitment-phobic, Barney a viper, and the engaged couple Lily and Marshall warm and lived-in.

American critics have described it as better than most other sitcoms, past and present, especially those featuring wacky urban friends in their twenties experiencing the bittersweet mysteries of life. This is a cast that jells immediately, hitting on all cylinders from the very first scene.

How I Met Your Mother introduces a level of unpredictability not usually found in comedies and is an above-average Generation Y sitcom that manages to be both sharp and sentimental.

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For more information contact:

Herman Lategan
e.tv Cape Town
Tel: (021) 481-4634

Visit their website at: <http://www.howimetyourmother.org/>