



PRESS RELEASE

e.tv is the new home of POPSTARS

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POPSTARS South Africa is back with a bang on 4 September 2010, exclusively on e.tv. The new season promises to bring more twists, turns and stings in the tail when aspiring singers compete for the ultimate prize: celebrity status as a POPSTAR.

POPSTARS has enjoyed great success in South Africa and has brought instant stardom to groups like 101, Adilah, Ghetto Lingo and Jamali. Former member of Ghetto Lingo, the suave and charming Martin Phike, shows off his talents in a different way as host of POPSTARS.

Says Monde Twala, Group Head Channels Division at e.tv: "We are proud and extremely excited to be involved with POPSTARS. The format is a cut above the rest and is set to be the real showstopper of the year. South Africa is blessed with talented individuals and e.tv POPSTARS spans beyond just showcasing talent. POPSTARS will search for the best and then nurture and encourage tomorrow's stars and help fulfil their dreams beyond the TV show. It's going to be fun, interactive entertainment at its best!"

Picture nail-biting auditions and nerve-wrecking on-stage sessions - these all make up part of the exciting POPSTARS story. Wannabe singers need to go through a first audition with the judges whereby they decide which aspiring stars make it through to the gruelling workshop round. If this is not enough, contestants need to keep their wits about them if they want to impress the vocal coaches in the second round.

Every move, note sung and word spoken by the wannabe's will be monitored by our judges and this ultimately determines who will make it to the Top 10.

Once the Top 10 are chosen, the real hard work begins. From make-up sessions to photo shoots to group-singing and more training sessions with the vocal trainers – the Top 10 will really have to show what they're made of. The ones who are able to 'wow' the world with their voices and handle the pressure will be chosen as our POPSTARS!

POPSTARS is produced by Mzansi Crew (which Jamali forms part of) in conjunction with Tartan Sound and Video who brought the POPSTARS tradition to South Africa in 2002. The POPSTARS brand also enjoys international exposure second to none. Some countries that have held successful POPSTARS have been the USA, France, Netherlands, Germany, Russia, Turkey, Spain, Romania, Slovenia and India.

The Germany edition of POPSTARS has been commissioned for a whopping eight seasons and the success in Europe has been unprecedented. No fewer than 31 girl bands, 22 mixed groups, 10 boy bands and 16 soloists have reached superstardom as a result of Popstars.

More than 50 worldwide number one hits in a staggering 20 countries have been produced by these phenomenal POPSTARS.

"Prepare yourself for more tears, more talent and more music as we follow the stories of aspiring South African hopefuls as they are transformed into POPSTARS!", says Brett Lindsay, director of POPSTARS.

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About the host

Martin Phike is a young and upcoming star in the South African entertainment industry. A hard-working career that started in high school at the age of 16, has opened lots of opportunities for him. Martin has formed part of bands like Max cui, Inadiflo and Ghetto Lingo (POPSTARS winners). Martin's dedication has allowed him to work with acclaimed stars such as Brenda Fassie, Mandoza and TKZee. His work in the South African television industry has included work on soapie Backstage and various others.

This singer, actor and entertainer is a rising force in entertainment and is the perfect host to the reality show of the year, POPSTARS 2010.

About Mzansi Crew productions

The production team behind this year's POPSTARS series sees a realisation of many dreams. TSV has combined with Mzansi Crew to bring you a fresh and youthful approach to the POPSTARS production. Mzansi Crew is a venture taken on by SAMA award-winning group and POPSTARS 2004 runners-up, Jamali. This time, these songstresses challenge their skills by being behind the camera instead of on the stage to bring e.tv a fresh approach to the POPSTARS production.

Series Director Brett Lindsay and Production Manager Darren Lindsay, who are at the helm of the POPSTARS production this year, are no strangers to the POPSTARS brand. Their father, Keith Lindsay, has been involved with POPSTARS as a producer since the powerhouse franchise was brought to South Africa in 2002.