



PRESS RELEASE

Driven Miss Ndaba **(Arrives at Redemption)** (TX Wednesday November 12)

Nonti Ndaba (Refiloe Seseane) has been headhunted and hired by Redemption Records owner, David Genaro (Jamie Bartlett), to replace the company's present marketing/PR manager, Bernard Markgraaf (Robert Hobbs).

Creative, talented, and skilled Nonti used to run her own fabulously successful promotional company. She sold it to a big multinational for an outrageous amount of money and has lived the life of a wealthy consultant ever since. David has lured her to Redemption to kick-start an all-new marketing strategy for the company and its artists.

Nonti has grown up in a relatively privileged home. Thorough and level headed, she believes in transparency for all of her business transactions. She is far more awkward with her personal relationships than with her professional liaisons.

Devious David is on a vendetta: he (unfairly) blames and berates Bernie for the very public degradation of his lover Lu (KB Motsilanyane) during the debut performance of her formal re-launch into the music business - a guest celeb spot on live reality TV talent contest, *Star Struck!*

He also holds Bernie personally accountable for the financial and contractual mess over rapper Bongani (Brian Majola). The former jailbird has walked out in the middle of recording an album and the filming of a lucrative TV commercial for an alco-pop product, to rejoin new record company, *Hustle*. *Hustle* - founded by S'bu Vilakazi (Lungile Radu), with the help of his dad, Miles (Peter Se-Puma), along with Gail October (Pam Andrews).

Bernie refuses to resign, hanging in for a severance pay package. David makes good on his promise to make the marketing man's life a misery: apart from the mocking verbal abuse, he also embarks on a campaign of assigning demeaning, degrading,

menial tasks all intended to belittle Bernie's dignity and status. Bernie, in effect, becomes Nonti's personal assistant.

Of course Nonti is somewhat aware of the undercurrents swirling around Redemption, but is firmly focused on her first brief from David - to resurrect Lu's music career - which she will do with splendid success.

She will also co-produce a premier project: a compilation album comprising a combination of current celebs singing remixed duets, in conjunction with the late, great, Rachel Phakati, using newly discovered, previously unreleased, archived songs recorded by the gospel star.

No Business Like Show Business For Refiloe

Stylish Refiloe Seseane is usually remembered for her role as the feisty Dudu Kunene in *Generations*.

However, in January 2007 she left Johannesburg and relocated to Cape Town, to pursue a career in the corporate world - working as a business analyst in the investments division of South Africa's leading private bank and wealth management company.

Now, nearly two years later, she's moved back to Jozi - and the country's hottest soapie, *Rhythm City* - bringing a whole lot of expertise and experience to her role of Nonti - the first lady of commerce.

Refiloe majored in Economics and Finance in her Bcom degree and graduated with a distinction in Economics. She is furthering her studies and ultimately hopes to have a doctorate degree in Economics.

While in Cape Town, Refiloe, 28, also volunteered as a mentor and tutor at TsiBA - an institution that provides free tertiary education to previously disadvantaged students to study a Bachelor of Business Administration degree.

Refiloe Seseane's career in the entertainment industry began in high school when she took part in various theatrical productions that earned her full colours in Drama and Public Speaking. At the age of 16, she landed the lead role of Dorothy in *The Wiz*, a modern rendition of the Wizard of Oz, staged at Wits University.

She has presented various TV lifestyle, entertainment, and game shows. She has also presented various infomercials and corporate videos, and has featured in commercials.

In 2005, Refiloe represented South Africa at the annual Miss Africa International pageant held in Washington DC. The pageant focused on the empowerment of young women in Africa, focusing on the continent's economic development through health, arts and culture, and education. Competing against 19 other young women, each representing a different country in Africa, she won the talent segment of the competition.

Refiloe, whose star sign is Aquarius, enjoys reading, jogging, and listening to music.