



## PRESS RELEASE

### **The Hustle of Bongani's launch**

**(TX Friday November 21/Monday November 24)**

Across town, on the same night that the star-spangled finale of Star Struck! is being broadcast live on air, Hustle officially introduces itself to the world and the South African media.

It's a different music market for the media invited to restaurant Ponto d' Oro for the launch of the new record company's debut artist, Bongani, and his first CD, entitled...Spiro.

And what a hot party it will prove to be, with its burning issues and fiery activities making news headlines and Redemption Records head, David Genaro (Jamie Bartlett), blazing mad.

Fast backtrack: On his release from jail, brilliant rapper, Bongani (Brian Majola), contacted his former cellmate of a day (or so), S'bu Vilakazi (Lungile Radu), for a recording deal, believing that S'bu's dad, Miles (Peter Se-Puma), still owned Redemption Records. He had yet to find out how the once mighty family had fallen.

He was blackmailed into recording with S'bu's new record company, Hustle, after being caught in the middle of a burglary attempt on the Vilakazi household. He felt hard done by what with having to record in S'bu's bedroom - hastily converted into a makeshift studio - and the lack of general finances for the best beats producer and the all-out promotion of his album.

So Bongani sold his soul to Redemption Records for a better deal - not that David regarded him as prime product, but because we know he will do absolutely anything to sabotage the Vilakazi's new venture.

Bongani, unhappy with Redemption compromising his hardcore township image, left everyone in the lurch to return to Hustle and complete his original hip hop tracks with S'bu in record time, both of them knowing David would seek swift vengeance. The rushed CDs - thanks to distributor Zondi (Elliot Makhubo) - are entitled Spiro - a wily tactic by Miles who knows that, contractually, there can then be no come back from David in terms of suing Hustle for recording the artist who signed with Redemption as Bongani.

David pressured his marketing/PR man, Bernie (Robert Hobbs), to spy on the preparations for the launch of Hustle. Bernie reluctantly agreed, due to his precarious position at Redemption (he's about to be fired) and reported back with valuable information that gave David the ammunition he so desperately desired to jeopardise Hustle's big break into the music industry.

David delivers his explosive revenge on the Vilakazi family - and Bongani - on the night of the launch. Members of the media will become on the spot eyewitnesses to the grotesque events.