



## PRESS RELEASE

### **e.tv launches a new reality show: The AXE Sweet Life**

**TX: Wednesday 25 March at 8pm**

Free-to-air channel, e.tv, has announced that it is launching a brand new reality show, named The AXE Sweet Life. It will flight every Wednesday night at 8pm from Wednesday 25 March.

For the show's eight-week duration, 14 men will compete by going through 14 challenges and at the end, only one winner will walk away with a grand prize.

Each episode will involve two male contestants. Every competitor will be given certain tasks such as: go up to a woman in a club and say: "You must be tired because you've been running through my mind all night"... and still get her number. What makes some men irresistible to women? Why do some people have the edge and others not?

Each week, two men will be given some of most cringe-worthy, women-repelling challenges imaginable and they must still woo the lady.

Get a drink thrown in your face, you're out. Get the women's number after *you've* asked *her* to buy you a drink, you're through to the final. The action is filmed candid-camera style in real clubs, with real women! No acting.

Watching the men's every move will be studio hosts and judges Trevor Noah and Eugene Khoza who, each week, will be joined by a delectable guest Dark Angel – the likes of Zizo Beda and Tansey Coetzee. (The Dark Angels are named after the new AXE fragrance called Dark Temptation.)

At the end of the seven weeks, the winners from each episode will go through to the grand finale – episode eight – when the public, from the comfort of their homes, using state-of-the-art interactive cellphone technology, vote for the overall winner – the results being updated instantaneously on a screen in the studio!

And the winner? He gets to live the good life – the use of the ultimate bachelor pad, a chauffeur-driven, chick-pulling car at weekends, 50k in a credit card, designer clothes, an iPhone and VIP access to the hottest spots.

Ends

### **Host: Trevor Noah**

Trevor has been performing for a little over two years, but is already recognized as one of the top comedians in the country. His rise in the comedy landscape has been nothing short of impressive.

His attributes as a comedian — sharp wit, intelligent commentary, unmistakable charm and clinical delivery — have made Trevor Noah a very popular performer in South Africa.

His career highlights already include opening for international superstar Russell Peters on his South African tour, charming audiences with his comedic abilities at the opening for Julio Iglesias on his tour of the country and being the only comedian in South Africa to have made the cut for the international audition of NBC's Last Comic Standing.

Recently he was also chosen to represent his country as the only local act at the Jozi International Comedy Festival that included six other headlining acts from six other countries.

In doing so, he got to share the stage with Latino comedy legend Paul Rodriguez, Australia's biggest selling comedian Carl Barron and top UK ventriloquist Paul Zerdin. In addition, he managed to hold his own, earning rave reviews.

He has also performed at the biggest festival in the country — the Cape Town International Comedy Festival. A privilege only bestowed to the best acts in the local comedy scene. He has already had three television shows on national television with more in the pipeline.

With numerous corporate and event bookings under his name, the Trevor Noah phenomena has certainly taken the country by storm.

### **Host: Eugene Khoza**

He has been described as a new age comedian, who breaks down boundaries, builds bridges, challenges prejudices and inverts stereotypes. Undaunted by working in his second language, his performances are littered with vernacular references, vivid characterizations, coupled with witty dialogue.

From humble beginnings – winning the Ricoffy Comedy Challenge that made people sit up and notice — he has gone on to entertain audiences at shows such as the Pretoria Comedy Festival, the Just Because Comedy Festival, Blacks Only, Heavyweight Comedy Jam, amongst others.

Born and bred in Pretoria, his has been a meteoric rise in the world of local comedy and Eugene can now be found performing all over the country.

All this led him to co-hosting a show on popular Joburg radio station, Yfm, where he achieved great ratings during that period. He has also done various interviews and appearances on television, making him a name that is becoming synonymous with comedy and entertainment nationwide.

### **The seven Dark Angels and guest judges, include:**

- Phumeza (Singer)
- Precious Makgaretsa (Model)
- Joelle Kayembe (Model)
- Lalla Hirayama (Model and TV Presenter)
- Tansey Coetzee (Miss South Africa 2007)
- Zizo Beda (Ex Miss SA Teen, TV Presenter)
- Leanne Liebenberg (Model)

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