



Press Release

MTV BASE, FANTA AND e.tv IN NATIONWIDE SEARCH FOR TV HOSTFIRST AUDITIONS TAKE PLACE THIS WEEKEND: ARE YOU THE NEXT VJ FOR MTV BASE WORLD CHART EXPRESS?

MTV base, Fanta and e.tv have joined forces to offer one young South African the gig of a lifetime - a contract to host their very own TV show. Follow in the footsteps of 2005 winner Sizwe Dhlomo and you could win a contract with MTV base to become an MTV base VJ, hosting the second season of MTV base World Chart Express. Served up to you by Fanta this November, the new season of MTV base World Chart Express will air not only on MTV base (DStv Channel 88) but also on e.tv!

MTV base and Fanta will be touring four South African cities in their bid to find TV hopefuls with the talent and determination to make it as an MTV VJ. You don't need to be able to sing or dance, be outrageously beautiful or have any previous TV experience: a sparkling personality, a genuine passion for music, a can-do attitude, and the ability to connect with your fellow South Africans, are all you need. Applicants must also be a South African citizen, speak English and fall into the age range 18-25.

MTV base and Fanta will hold all-day, live, open auditions in the following cities:

Cape Town – Saturday, 30 September: Workshop 17, V&A Waterfront (Guest performance by Lungelo)

Port Elizabeth – Sunday, 1 October: The Boardwalk (Guest performance by The Finkelsteins)

Johannesburg – Saturday, 7 October - The Rooftop, Rosebank Mall

Durban – 8 October: Sunday, 8 October: The Playhouse

Entry forms will be available at the audition venues on the day, or applicants may download entry forms from the MTV base or e.tv websites at: **www.mtvbase.com/wce** or **www.etv.co.za**.

The first 1,000 qualified VJ hopefuls in each location will be given the chance to audition, with just a few minutes in front of the MTV base cameras to convince the MTV base and Fanta judges that they have what it takes. All auditions run between approx 9 am and 20:00 each day, with the regional finalist announced at the end of the day; Live performances, open mic session, Dj spin-offs, MC battles, and local celebrity judges are also part of the picture in each location, as well as the Season One winner Sizwe Dhlomo.

Just one finalist will be selected from each city, each of whom will be profiled within the first episode of MTV base World Chart Express served up to you by Fanta on 1 November on MTV base and e.tv, with the winner announced during the second show on Wednesday 8 November. A panel of celebrity judges as well as SMS and online voting from viewers will decide the fate of the four finalists, with Sizwe handing over the microphone to the ultimate winner.

Commented Bronwyn Keene-Young, Channel Director – e.tv: Through our partnership with MTV base and Fanta we are very excited to offer over 11 million e.tv viewers a cutting-edge, quality music show showcasing the best and very latest international and local music videos. A dedicated prime-time music show is a first for e.tv and we believe that the MTV Base World Chart Express show

will become appointment viewing on our channel as viewers are exposed to the best the global music scene has to offer.

Served up to you weekly on e.tv from Wednesday 1 November 2006 at 21:30 CAT and on MTV base from Wednesday 1 November at 20:00 CAT, MTV base World Chart Express will focus on videos burning up the charts in South Africa and around the globe, from music genres such as kwaito, hip-hop, R'n'B and soul. Hosted by the winning VJ, MTV base World Chart Express will provide a window to the South African and global music scene, with each episode also featuring exclusive interviews, latest news and celebrity gossip.

To find out more about auditions for the MTV base World Chart Express VJ search, please send an email to: wce@mtvbase.com, or log onto www.mtvbase.com/wce.

More about last year's winner:

Durbanite Sizwe Dhlomo became the first ever MTV base VJ in October 2005, during the first season of MTV base World Chart Express. The talented 21-year newcomer gave up a promising career as a computer programmer to step into the limelight with MTV base World Chart Express and soon demonstrated the winning combination of verbal agility and a warm and attractive on-screen presence which impressed the judges. Since winning the contest a year ago, Dhlomo has become a well known face on the South African music and entertainment scene, and has gone on to present other shows on MTV base including MTV base's coverage of the MTV Europe Music Awards and MTV base Uncensored, the pro-social programme. Sizwe has also interviewed contemporary stars from around the world including Akon, John Legend, Sean Paul, Brickz and 2-Face.

Commented Sizwe, 'Winning MTV base World Chart Express changed my world and took me from a desk job to hosting a nationwide show on South African TV in a matter of weeks. I'd never had anything to do with the entertainment business before and MTV base World Chart Express and Fanta gave me an opportunity to see how the TV industry works on a grand scale, working as a VJ with some of the biggest names in the global music business. In my wildest dreams I could never have imagined the fantastic year I have

just experienced: how many people can say that their first TV job was hosting a show for the biggest music network in the world? I'd encourage anyone with a morsel of ambition and drive to try out for the auditions: who knows - it could be you up there on the TV screen come 1 November!

-ENDS-

For further information and pics of Sizwe Dhlomo, Lungelo and The Finkelsteins, please contact:

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Note to Editors

The word 'VJ' is an abbreviation of the term 'video jockey' and is not to be confused with the term 'DJ' or 'Disc Jockey'. 'VJ' was the term first coined in the USA in the 1970s to describe the role of an MTV host or presenter who performed the links and clips between different videos – in the same way that a DJ provides the links between audio tracks.