



Press Release

CALL FOR ENTRIES!

MONDAY, AUGUST 15 - WEDNESDAY, SEPTEMBER 7

FOR

THE BACKSTAGE EMI SUPERSTAR SEARCH 2005

Sunday, October 2, @ 6.05pm

e.tv and EMI are proud to announce the launch of the Backstage EMI Superstar Search 2005.

We are looking for someone out there who has the ability to become a successful R&B, Hip Hop, Kwaito or Pop singer. The prize for this competition will be a recording contract with EMI worth at least half a million Rand. The lucky winner will start recording the album immediately after the competition has ended, and will also perform at the Backstage Live AIDS concert, which will take place next year.

The criterion for entering the show is simple - contestants must have never before have concluded a recording agreement, and they must be under no current contractual obligation to any record label. This competition is only for an individual performer aged between 18 - 28 - and not a group.

This competition will be run over an 11-week period and will be broadcast as a half hour show every Sunday at 6.05pm, from October 2. The show comprises nine national preliminary rounds, culminating in a semi final and the finale. Watch your local press for details.

The Backstage EMI Superstar Search 2005 will be anchored by Backstage's Ziggy (Charl Timotheus). Please note that Ziggy has a separate show called Tjooning In, which debuts on Wednesday, September 14. It will be incorporated into every Wednesday's episode of Backstage. (More about his new show coming soon in a separate press release).

Ziggy will introduce the Backstage EMI Superstar Search into his new show on Wednesday, September 28. He will begin to profile the contestants from Wednesday, October 5. A viewer's competition with wonderful prizes, will be linked to the show.

Bronwyn Keene-Young, e.tv's Channel Director, commented on the series: "e.tv is very excited to be embarking once again on the Backstage Superstar Search. Following on the success of the 2004 event, we are proud to have EMI on board as a partner this year. We

have no doubt that the Backstage EMI Superstar Search will unearth the new young singing stars of 2005 and beyond."

The judges are:

Arthur (Kwaito star/musician)

Grace Mahlaba as Ipeleng Teledi (In character as Backstage Principal)

Malebo Phage (Head of Local Productions e.tv)

Mike Maswanganye (Marketing and Promotions Director EMI/CCP)

The viewers will act as the "5th" judge participating via SMS. More details to follow on this.

The entry forms along with a photograph and demo tape (if possible) must be hand delivered to the e.tv offices in Johannesburg and Cape Town, or posted to e.tv's Johannesburg offices for the first round of elimination. Applicants are encouraged to submit a demo tape or CD.

Entry forms are available online at www.etv.co.za from Monday, August 15 to Wednesday, September 7. Alternately, they can be collected from the following e.tv offices:

Cape Town Physical Address:

e.tv

Block B

Longkloof Studios

Darters Road Gardens

Cape Town 8001

Johannesburg Physical Address:

e.tv

5 Summit Road

Hyde Park

2196

Monde Twala, e.tv Executive Producer, Backstage EMI Superstar Search, says: "South Africa is blessed with an abundance of talent. As e.tv we are proud to play a role in nurturing and developing this new breed of talented young stars. Who knows - the next Mandoza, Lebo Mathosa or Zola will be unearthed. You don't want to miss this."

Arthur says, "We've seen a lot of talent shows before, but I think the winner from this competition will go a long way in the industry because of the parties involved in the setting up of the talent search."

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6.05pm

For new pictures of Ziggy, please contact:

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