



PRESS RELEASE

e.tv launches new teen show: Bend the Rules

TX: Sunday 1 March at 6. 05pm

e.tv has announced that it is launching a brand new programme, Bend the Rules, a game show aimed at the teen market and brought to you by Sparletta. The production will run for 13 episodes, starting on Sunday 1 March at 6.05pm.

Says Martin Phike, presenter of the show: "Cool, fun and entertaining, this funky line-up is designed for the teen market.

"It involves a variety of sports, such as rollerblading, street hockey, off-the-road quad biking, wall climbing to test physical strength and endurance, skateboarding, skydiving, and much more."

The show also seeks to give parents and their teenage children an opportunity to bond with each other, but there is a mystery twist to this.

Three teams compete in a series of fun, mental and physical challenges, on an elimination basis, until one team emerges as the victor. However, all participating teams walk away with various prizes.

Biography of presenter: Martin Phike

Martin is young, multi-talented and has years of experience in show business.

He has extensive expertise in hosting, performing and presenting various programmes and is able to relate to all youth cultures across the board; speaking English, Afrikaans, Xhosa and Zulu fluently.

In addition, he has established himself as a successful music recording and song-writing artist having been a part of the Cape Town Kwaito Group, Inadiflo.

His skills stretch across the board from athletic abilities to performance-driven activities:

- Soccer
- Rugby
- Cricket
- Basketball
- Accents
- Choreography
- Singing

Ends