



## **PRESS RELEASE**

**e.tv offers more entertainment with two brand new shows**

**Tx: Thursday 5 August 2010 @ 8PM and Friday 6 August 2010 @ 7.30PM**

e.tv is introducing two brand new shows to its programme line-up from August, giving viewers more entertainment and viewing pleasure on Thursday and Friday evenings.

Thursday Chick Flicks have become an institution at e.tv, and to make it a complete 'Girls Night In', we are launching a new international sitcom, My Boys at 8PM followed by the Chick Flick at 8.30PM.

On Friday evenings, viewers can look forward to a brand new, to-the-beat entertainment show called Club 808 at 7.30PM, followed by Style by Jury at 8PM and the Friday Action Night movie at 8.30PM.

From **Thursday 5 August**, programming will be as follows:

**8PM:** My Boys  
**8.30PM:** Thursday Chick Flick

From **Friday 6 August** programming will be as follows:

**7.30PM:** Club 808  
**8PM:** Style by Jury  
**8.30PM:** Friday Action Night

### **NEW LOCAL MUSIC SHOW - Club 808 synopsis**

Club 808 is a lifestyle and music entertainment show aimed at youth. It's a fun and witty show that reviews new songs, entertainment news and takes the time to get to know up and coming artists.

Says Zam Nkosi, executive producer of Club 808: "The show will be fresh, very contemporary, fun, flirty, and lightly irreverent – with tongue firmly in cheek – and certainly doesn't take itself seriously." Club 808 is a fast-paced laugh-a-minute show that will bring loads of laughs and insight into pop culture.

Sassy, sexy presenters of Club 808 are Mo Flava and Dineo. Mo Flava is a self-proclaimed 'soul-head' and has a love for soulful hip-hop and R & B music. Mo Flava is a DJ on the popular youth radio station, YFM's breakfast show and with this brings a wealth of knowledge about what makes South African youth tick and the latest trends. Dineo is known in the entertainment industry as the 'ultimate mistress of fun'. This energetic television and radio presenter captures audiences with her witty approach to everything she does. Dineo is a popular MC, motivational speaker and a DJ at YFM where she handles the Afternoon Drivetime show.

### **NEW INTERNATIONAL SITCOM - My Boys synopsis**

Meet the beautiful PJ Franklin (Jordana Spiro), a sportswriter by profession, and her boys Jim, Reid, Jamie, Michael and Kyle. Her boys are like family to her, but really dominate most of her life. PJ is considered 'one of the boys' and is a bit of a tomboy in her approach to most things and this hinders her in her quest for love.

This hilarious sitcom follows these friends' lives as PJ struggles to make sense of where her life is heading and tries to find that elusive "Mr. Right".

With all this fabulous viewing, be sure to stay tuned to e, your home of entertainment.

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For all of your high res images, info and schedule needs, click [here](#) or contact Kurt Echardt, Publicist at [kurt.echardt@etv.co.za](mailto:kurt.echardt@etv.co.za) or 021 481 4635.