



PRESS RELEASE

eNews Channel launches on DStv bouquet in Southern Africa

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South Africa's first independent 24-hour news service will launch on DStv's premium and compact bouquets in Southern Africa.

Namibia, Zimbabwe, Mozambique, Botswana, Lesotho, Swaziland, Zambia and Malawi will be able to receive the eNews channel on DStv (channel 403) from 3 October.

e.tv's chief executive officer, Marcel Golding says, "This is a significant expansion for the eNews Channel into Africa and means that Southern Africa now has access to a new independent news service from the African continent.

"Following the successful launch of the eNews channel in South Africa on 1 June 2008, the news service has grown to be the most watched news channel on the DStv Bouquet. This success shows that Africans want to watch an African based news service."

The eNews channel provides regional and international news including live reports from across the African continent and world, breaking news, sport, weather, entertainment and financial information.

Respected African journalists Nikiwe Bikitsha, Chris Maroleng, Iman Rapetti, Jeremy Maggs, Macfarlane Moleli and Andrew Barnes host regular shows from studios equipped with the latest technologies like big high-definition plasma touch-screens, robotic cameras and satellite news gathering trucks.

Southern African states with access to the service will now be able to view the following current affairs shows; Africa 360 Degrees - a show focusing on African current affairs, and Playa - a soccer lifestyle programme looking at the lead up to the first Soccer World Cup to be held in Africa. Other shows include The Showbiz Report with Nicky Greenwall, Judge for Yourself with Denis Davis, 3rd Degree and 3rd Degree Plus with Debora Patta and Inside Out with Pat Pillai.

Collins Khumalo, President of MultiChoice Africa says, "We are very pleased to be launching the eNews Channel on DStv in Southern Africa as it strengthens our news line up and provides subscribers with even more choice and information. It supports our strategy to continuously enhance our DStv offering through the addition of new channels and technology to ensure we provide the best possible home television entertainment in Africa."

The channel is available on DStv Premium and Compact bouquets on channel 403 in South Africa and the rest of Southern Africa.

END

For more information please contact Vasili Vass, General Manager: Group Communications on:

Tel: 021 481 4532

Cell: 084 233 8277

Vasili.Vass@etv.co.za