



## Press Release

### **Watch Morning Edition** **e.tv's cutting-edge news and current affairs breakfast show!**

Catch the Zulu, Sesotho, Afrikaans, Xhosa and Setswana **News Bulletins** daily from **5.30am**.

Join **Nothemba Madumo**, **Samm Marshall** and the Morning Edition team from **6am till 8am**.

**Features on the show include** news, current affairs, weather reports, traffic updates, financial indicators and the latest deals happening in the business world. We also bring you in-depth analysis of important issues and interviews with newsmakers as well as sports and lifestyle inserts, movie reviews and previews, and many SA music firsts.

#### **eNewsCopter**

Join **Eon de Vos**, **Paula Lasersohn** and **Linda Fleming** for a daily update on breaking news, traffic and topical issues of the day.

#### **HIGHLIGHTS TO LOOK OUT FOR:**

##### **Morning Edition 14-20 October 2005**

##### **Friday, 14 October**

6.32am - We go international with a look at what is making **headlines**. Our in-studio guests highlight the impact these stories have on South Africans.

7.10am - Regular slot, issue of the week welcoming callers to participate in **topical issues** dominating the news. This week we look at **crime** and how it's affecting ordinary South Africans.

##### **Monday, 17 October**

7.15am - The slot that all sports lovers wait for. **Classic Play** invites sports fanatics to have their say about the weekend's sports, be it soccer, cricket, tennis, or hockey. The lines are open as the sports journo's get chatting.

7.34am - We have a chat and a bit of a laugh with **comedian, Harry Sideropolous** about his latest show.

##### **Tuesday, 18 October**

7.10am - Weekly **Book slot**. This week we take a look at "**Luscious**" A beautifully illustrated cookbook filled with new and exciting recipes.

7.34am - Entertainment: We take a "trip" to mother **Russia**... and chat to the guys from the **Moscow Ice Revenue**.

##### **Wednesday, 19 October**

6.40am - Fitness fanatics this one is for you. **Planet Fit** airs every Wednesday with great tips on how to tone your body and look your best. It's for the ladies and the gents. All you need to do is SMS the right answer and get a chance to win a free 6-month Gym contract with Planet Fitness.

**Thursday, 20 October**

6.50am - Paper cuts: An interactive discussion about the day's **newspaper headlines**.