

## **The Africa Channel Introduces Two New Programming Blocks and 13 New Series Featuring Food, Lifestyle, Family and General Entertainment**

### **New Shows Include 'Afternoon Express,' an Extension of Network's Popular 'Expresso' Morning Show from South Africa**

LOS ANGELES, April 12, 2016— The Africa Channel (TAC) announced today it will launch two new programming blocks and 13 new series encompassing food, lifestyle, family and general entertainment. The new series rollout will begin the week of April 18.

Among the new series is "**Afternoon Express**," a daily, fourth hour of the network's popular morning show "**Expresso**" from South Africa. "Afternoon Express" is a weekday lifestyle series featuring a sexy, inspirational and on-trend look at cooking, fashion, well-being and finance that excites viewers to interact via social media and "take the courage to try something new and become their best selves." "Afternoon Express" will premiere on April 18 at 2:30pm ET.

The two new program blocks being introduced by The Africa Channel, and the series (all new) within each, are:

#### **NOLLYWOOD NIGHT** (Monday nights starting April 18).

- "**Before 30**": Four 20-something Nigerian girlfriends struggle to balance their dreams and ambitions with traditional and societal pressures, including the one to get married before age 30.
- "**Gidi Up**": Four close friends relish contemporary Nigeria's untapped potential but learn that achieving their dreams has costs.
- **Nollywood Movie**: Movies from "Nollywood," Nigeria's prolific film industry and the world's second largest producer of feature films, will be presented weekly.

#### **FAMILY FUN ZONE** (weekend mornings starting April 23)

- "**Siyaya: Come Wild With Us**": A fast-paced youthful adventure through some of South Africa's most fascinating national parks where up-close wildlife encounters endear a bunch of impressionable kids to the importance of conservation.
- "**Little Big Cook Off**": Teams of little and big cooks go head-to-head with their family recipes to win a kitchen makeover and other prizes.

Other new series set to premiere on The Africa Channel are:

- "**Durban Beach Rescue**": Lifeguards take action during the height of the holiday season. (Reality)

- **"Bukas & Joints"**: Food and travel through Nigeria. (Food)
- **"Tales from the Bush Larder"**: Culinary adventure through East Africa. (Food)
- **"Long Miles Coffee Project"**: High stakes investment for an American couple and Burundi coffee farmers. (Reality)
- **"Making of a Mogul"**: African-born entrepreneurs share their secrets to success. (Lifestyle)
- **"Death in Paradise"**: Caribbean police unit solves crime with fish out of water British detective. (Comedy)
- **"Room 9"**: Paranormal police occult unit hunts down perpetrators of evil. (Drama)

In addition, TAC's popular **"Intersexions"** drama series returns for a second season on May 29<sup>th</sup>. In season 2, relationships intersect in ways that come back to haunt the young lovers.

Karen Juve, vice president of programming and acquisitions for TAC, said, "This is our most ambitious programming rollout ever, in keeping with our objective of making 2016 a breakout year for our network. These new series bring the very best of food, lifestyle, family and general entertainment programming from Africa to our viewers in the U.S. and Caribbean."

In other growth-related news, TAC recently retained HotHouse Media and T Media Sales to handle distribution and ad sales, respectively, for the channel. The network also recently announced a content and channel partnership deal with leading African channel creators and content distributors AfricaXP. AfricaXP will serve as the exclusive agent for supplying content to TAC from African producers, and the companies will partner in launching a premium African entertainment channel in Africa.

**ABOUT THE AFRICA CHANNEL ([www.theafricachannel.com](http://www.theafricachannel.com))**

The Africa Channel is a showcase for the African continent's most outstanding English-language television series, specials, documentaries, feature films, music, soaps, biographies, current business analysis and cultural and historical programs. These travel, lifestyle and culture-oriented programs reflect the people of Africa, their incredible stories, their daily lives, their music and art, their successes, celebrations and challenges. The channel's mission is to open up a daily window into modern African life and, in the process, help demystify Africa for American viewers. The Africa Channel is based in Los Angeles and is available in approximately 10 million homes in the U.S. on cable systems such as Comcast, Time Warner Cable and Cox.

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