

The Africa Channel Makes Two Senior Management Hires

LOS ANGELES, March 27, 2017- The Africa Channel, Inc (TAC) announced today that a pair of accomplished television executives have joined the network's senior management team.

Sheila Cole has joined TAC as VP, Post Production Operations; Brendan Gabriel is on board as VP, Production and Creative Director.

Narendra Reddy, Executive Vice President & General Manager, said, " We are very fortunate to have Sheila and Brendan join the TAC family. As we continue to expand our business to include studio operations and digital networks, Sheila brings the wealth of experience and strong leadership required to provide oversight to post production and operations. And Brendan's track record for format creation and sales at Endemol Shine Africa, along with his knowledge of production on the continent, will be invaluable to us as we continue to evolve TAC Studios into a global content production entity."

Cole's 20-year career in television encompasses work for some of the biggest names in the entertainment industry, including NBC, Paisley Park, Comedy Central, Warner Brothers, HGTV, Universal Pictures, Food Network and HartBeat Productions, among others. She also was employed at BET Networks, a subsidiary of Viacom Inc. While there, she further utilized her vast range of experience as an Editor, Post Producer, Post Supervisor and, ultimately, Senior Director of Post Production.

Gabriel has compiled a noteworthy track record in format development, creative direction and results-driven content for both traditional television and digital platforms across Africa. He rose from a writer and producer of a kid's radio show in Taiwan to his most recent role as Head of Creative for Endemol Shine Africa, the largest independent content operating company in Africa. His portfolio includes both scripted and non-scripted production development, including award-winning dramas like *Tempy Pushas* on SABC 1 to Pan African hit adaptations such as *Big Brother Africa* and *Survivor South Africa*.

ABOUT THE AFRICA CHANNEL (www.theafricachannel.com)

The Africa Channel and its production arm, TAC Studios, is a showcase for the African continent's most outstanding English-language television series, specials, documentaries, feature films, music, biographies and cultural and historical content. These travel, lifestyle and culture-oriented programs reflect the people of Africa, the diaspora and their influence on the world. The channel's mission is to open up a daily window into modern African life and, in the process, help demystify Africa for viewers globally. The Africa Channel is based in Los Angeles and is available in approximately seven million homes in North America and the Caribbean on cable systems such as Comcast, Charter/ Time Warner, Cox and those represented by the Caribbean Cable Cooperative

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