

MEDIA RELEASE

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CELL ONE ROAD TO FAME - TOP 3 NAMED

Almost a year to the day after Cell One approved the Cell One Road to Fame project, the top 3 contestants were announced who will sing at the final concert on the 30 May 2008 in Windhoek. The fourth and final highly charged knock out round was held today at the Windhoek Country Club and the top 5 remaining contestants sang for one of three guaranteed places in the final.

Following the five, almost perfectly scored performances, the judges spent the longest time ever deliberating the outcomes. Eventually the 3 contestants were named, being: Nelson Nagenda (Karas), Anushka Eiman (Hardap) and Ricardo Shaningua (Ohangwena) all with a guaranteed place in the final concert. The remaining 9 contestants will now need to drum up support in their regions, through the recently announced Cell One Road to Fame sms competition, which Cell One launched on Friday 9 May.

The competition will allow the public to vote, via sms, for their favourite contestant and the contestant with the most votes will return to sing for an equal chance at the grand prize on 30 May. The public must sms the contestant's name and their competition number to 085fame (that is 0853263) and sms' are charged at N\$3,00 each. A whopping cash prize of N\$20 000 is being offered to one lucky member of the public who sms'. There are also various other prizes which includes Nokia N95's, a HP laptop and thousands of Namibia dollars worth of airtime.

Cell One Communications Manager, Rejoice Itembu said: "Cell One is excited to have launched the Cell One Road to Fame sms Competition at a time when everyone is keen to support their favourite contestant. Today was a highly emotional show and everyone who has participated in the Cell One Road to Fame are highly talented individuals. Unfortunately only one the best can sing in the concert on the 30th and only one exceptional contestant will walk away with the grand prize of a recording contract. Cell One is proud to have found such unique, undiscovered singing talent in Namibia and we are all looking forward to the final show".

Tickets for the final concert go on sale this Wednesday at all Cell One shops and from the Cell One Activation Crew. Tickets cost N\$30 each and everyone who buys a ticket and attends the concert also stands to win loads of prizes - Nokia N95's, an HP laptop to name a few.

For more information catch the shows every Sunday on One Africa TV at 19:30 or log onto www.cellone.com.na and to the Cell One Road to Fame link.

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