

P-SQUARE, FLAVOUR & SEYI SHAY ROUND OUT PERFORMER LINE-UP AT MAMA 2015

Johannesburg/Lagos, 14 July 2015: KwaZulu-Natal Province is rolling out the red carpet for an influx of stars as **MTV Base** (DStv channel 322) announces the final performers for **MAMA 2015**.

MAMA 2015, sponsored by **KwaZulu-Natal** in association with **Absolut Vodka** and in partnership with **The City of Durban**, takes place on Saturday 18 July at the **Durban International Convention Centre, Durban, KwaZulu-Natal, South Africa**. For the first time ever, the live telecast will air simultaneously on **MTV Base** (DStv channel 322), **MTV** (DStv channel 130) and **BET** (DStv channel 129).

Nigerian superstars and **MAMA** “Evolution” Award nominees **P-Square** will be making a rare appearance in South Africa to perform at the show, while **Flavour** makes a welcome return to the region after his blistering live performance at the **MTV Africa All Stars** gig back in 2013. **Seyi Shay**, hotly tipped for **Best Female**, is making her first appearance in Durban after making a huge impact at the **MAMA** nominations event in Joburg in May and the recent **Road to MAMA** club event in Lagos, Nigeria.

P-Square, **Flavour** and **Seyi Shay** join a stellar performer line-up that includes **2Face**, **AKA**, **Big Nuz**, **Black Motion**, **Bucie**, **Cassper Nyovest**, **Da LES**, **Davido**, **Diamond Platnumz**, **DJ Fisherman**, **DJ Tira**, **Jhené Aiko**, **NaakMusiQ**, **NE-YO**, **Toofan**, **Wizkid**, **Yemi Alade** and **Young Thug**. “**Blackish**” star **Anthony Anderson** is confirmed as host.

Among the many nominees from around the continent expected to attend the show are **Anselmo Ralph**, **DJ Arafat**, **Chameleone**, **Dreamteam**, **HHP**, **Riky Rick**, **Samini**, **OC Ukeje**, **Bebe Cool**, **Mpumi**, **Jovi**, **Uhuru** and **Vanessa Mdee**.

Other celebrities expected to sashay down the red carpet include comedian **Trevor Gumbi**, Nigerian OAP **Toolz**, **MTV Shuga** star and Mr Nigeria **Emmanuel Ikbese**, **BET** “Top Actor” winner **Altovise Lawrence**, Miss South Africa **Liesl Laurie**, “Personality of the Year” nominee **Bonang Matheba**, “Evolution” Award nominee **HHP**, **Boity**, **Khuli Chana**, **Joselyn Dumas**, **Jessica Nkosi**, actress **Zikhona Sodlaka**, and **MTV Base VJs Sizwe**, **Nomuzi**, **Ehiz** and **Sandile**.

Also involved in the build-up to the awards are **Junior B** and **Touch of Soul**, who will both be performing at the VIP cocktail on site at the ICC on awards night, while **Uhuru**, **K.O.**, **DJ Feel**, **Benny Maverick**, **Jnr De Rocka** and **King Sfiso** will bring it at the official pre-party at **Under the Moon** in Inanda on Friday night.

The **MTV Africa Music Awards KwaZulu-Natal 2015** will broadcast live across Africa on **MTV Base** (DStv channel 322), **MTV** (DStv channel 130) and **BET** (DStv channel 129) on Saturday 18 July at 21:00 CAT. The show will also be transmitted worldwide on partner stations and content platforms including **BET International** from 18 July. In addition, a special **MAMA**-themed edition of **MTV's** acclaimed **World Stage** franchise will air globally on **MTV** channels around the world on 27 August 2015.

DStv, Gagasi FM and **Yfm** are the official media partners of the **MTV Africa Music Awards 2015 KwaZulu-Natal**.

For more information on the **MTV Africa Music Awards KwaZulu-Natal 2015**, please go to www.mtvbase.com or <http://mama.mtv.com>, like us on Facebook at www.Facebook.com/MTVBaseVerified, or follow us on Twitter and Instagram @**MTVBaseAfrica**. To join the conversation about the awards please use the hashtag **#MTVMAMA2015**.

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Further Information,

For further information, high resolution imagery or downloadable video, please go to www.mtvbase.com/specials/mama15-press, or contact:

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About MTV

MTV is the world's premiere youth entertainment brand. With a global reach of nearly 785 million households, MTV is the cultural home of the millennial generation, music fans and artists, and a pioneer in creating innovative programming for young people. MTV reflects and creates pop culture with its award-winning content built around compelling storytelling, music discovery and activism across TV, online and mobile. Outside of the United States, MTV is part of Viacom International Media Networks, a division of Viacom Inc. (NASDAQ: VIAB, VIA), one of the world's leading creators of programming and content across all platforms.

About KwaZulu-Natal

KwaZulu-Natal Province is South Africa's leading tourist destination and a magnet for visitors from continental Africa and all points of the globe. Offering a unique blend of sophistication, cultural diversity and excitement in the most breath taking setting imaginable, KwaZulu-Natal is an enticing, spectacular and fascinating consumer and business tourism destination, flanked on one side by the warm Indian Ocean and - on the other - by soaring peaks.

About Pernod Ricard

Pernod Ricard South Africa is one of six African market companies to proudly fly the flag of the Pernod Ricard Group. The French-based Pernod Ricard Group is the world co-leader of the wine and spirits industry, delivering on leading premium brands such as Chivas Regal, Jameson Whiskey, ABSOLUT vodka and G.H.Mumm Champagne.

Pernod Ricard South Africa was established in 1994, following the birth of South Africa's democracy and the lifting of international trade sanctions. Over the past 20 years, it has grown significantly within the local market and still continues to thrive. Pernod Ricard South Africa is part of a network of 80 international market companies that promote both the Group's international brands and manages local and regional brands like Red Heart Rum and Olmeca Tequila. With headquarters in Cape Town and regional offices across the country, the Pernod Ricard South Africa family employs more than 270 proud employees.

As the "creators of conviviality" and backed by sound business values and a belief in building lasting relationships, the respected Pernod Ricard tradition continues to be carried forward with vibrancy and passion by the men and women behind Pernod Ricard South Africa.

About Durban

Durban is a natural paradise situated on the East Coast of Africa, popularly known for its gorgeous coastline of sun-kissed beaches and subtropical climate. Durban has recently achieved the global status of being a New 7 Wonders Cities of the World. This achievement is a great honour for the City of Durban and to be positioned amongst other leading global cities of the world, and proudly shows the commitment and competitive edge of our city as a leading Tourism, Events and Business Destination. The City has also been proudly acclaimed the Top 10 Cities to Visit in 2015 by New York Times, with key attributes reflecting on the rich cultural diversity and heritage of the city. The City is a trendsetter in offering great lifestyle, speckled with adventure activities, blessed with natural beauty and is an astonishingly liveable city. As a visitor, you are faced with the perfect ingredients to make your holiday unique and special. We invite you to enjoy this special natural paradise, take advantage of the warm Indian Ocean, enjoy the world-class shopping, fine dining restaurants, unique culture, vibrant eKasi lifestyle and be charmed by the warmest place to be.