



Yetunde Taiwo
ICY Public Relations
T: 305.940.0067
F: 215.326.7302
E: yetunde@icypr.com
W: www.icypr.com

For Immediate Release

**NEXT TOP MODEL STRUTS INTO THE AFRICAN RUNWAY IN SPRING 2009
PRODUCED BY INTERNATIONAL MEDIA COMPANY STATS MEDIA GROUP. THE
COMPANY HAS THE EXCLUSIVE FORMAT RIGHTS TO PRODUCE NEXT TOP MODEL
ON THE CONTINENT OF AFRICA WORKING IN CONJUNCTION WITH TRUE LOVE
WEST AFRICA AS THE OFFICIAL MEDIA PARTNER FOR THIS SERIES.**

NEW YORK, NY November 10, 2008 – The Nationally syndicated TV Show Next Top Model is schedule to begin in Africa in January 2009. This show will follow the same format as the original American's Next Top Model created by Tyra Banks. West Africa's next top model show will be produced by StatsMedia Group an international production company owned by Tope Esan and Martin Fayomi. Supermodel Oluchi Onweagba will be the host for the West Africa series. StatsMedia is the only company that was granted the exclusive rights the form CBS Paramount International Television to produce this reality show in Africa. CBS is the official licensor of the series format.

The format will be produced every season by region on the African continent with the initial start up being in West Africa. True Love West Africa is the media partner and official magazine for West African's Next Top Model. The magazine will commence scouting for the 16 contestants of the reality show in December 2008 in several regions in West Africa (Cote D'ivoire, Ghana, Sierra Leone, Senegal, Liberia & Nigeria) with production scheduled for spring 2009. The show will air on major African networks and on cable TV. The winner will receive a lucrative international modeling contract, a cover of True Love magazine and numerous endorsement deals from various companies in the fashion industry nationally and internationally.

This version of Next Top Model will not only highlight the models but the continent of Africa for its tourist attractions, cultures, values and its booming 21st century economy.

About Next Top Model

Next Top Model is a reality television show in which a number of women compete for the title of Next Top Model and a chance to start their career in the modeling industry.

The show was created and is hosted by veteran television personality, former supermodel and current talk-show host, Tyra Banks, who also serves as the head judge and executive producer of the show. The first "cycle" premiered in May 2003 and was one of UPN's highest rated shows. The show's seventh cycle was the first of the shows among regular programming on UPN's successor network, The CW, and thus far is the network's highest rated series. The show will continue until at least the 2009-10 season.

-more-

WEST AFRICA'S NEXT TOPMODEL | www.wafntm.com

2- NEXT TOP MODELS STRUTS INTO AFRICA

The opening theme is performed by Tyra Banks and is produced by Rodney "Darkchild" Jerkins. Banks co-produces the show with Ken Mok and Anthony Dominici. For the 2006-2007 and 2007-2008 television seasons, ANTM was the #1 show in average viewers on The CW. For More information visit <http://www.cwtv.com/shows/americas-next-top-model11>

About Stats Media Group

StatsMedia Group, LLC is an independent company that acquires contents for television production. Coupled with original content development, StatsMedia Group acquires successful television programs to be reproduced and/or rebroadcasted in Africa. The company was formed in 2006 to concentrate on contents for the Africa indigenes both in and around the continent. StatsMedia currently produces Annual Nigeria Entertainment Awards (NEA Awards) – www.nigeriaentawards.com in the United States of America. StatsMedia owns the franchise rights to 'Africa Next Top Model' – a format franchise right to America Next Top Model. This right was acquired early 2008 from CBS Paramount and is set to start production in December 2008.

About True Love

True Love West Africa is the highest selling women's magazine in the West African sub region., A franchise of media 24 (one of South Africa's largest publishing companies), the magazine's content is generated and produced in Nigeria but printed in South Africa. Bola Atta, the editor of True Love West Africa, has an extensive background in both the magazine and television industries, and brings great experience and enthusiasm to the magazine

According to her, "True Love West Africa is the ultimate reflection of the exquisite beauty of the black African woman," "Her readers are vivacious, upwardly mobile and contemporary, keeping up with the constantly changing trends of the modern world as they continue to proudly celebrate the diversity and richness of their traditional society."

Contact Details

For more information about Sponsorship & Advertising on West African's Next Top Model, please contact Executive Producer Tope Esan e-mail tope@wafntm.com. For all other inquiries on the show please contact **ICY** Public Relations at 305.940.0067 and Bola Atta (Bolaatta@gmail.com)

###