

***Apprentice Africa* - let the business begin**

Touted as the ultimate job interview, Africa's own version of the popular reality TV series *The Apprentice* launches tonight, 26 February 2008.

Following the same formula as the original Mark Burnett production, *The Apprentice Africa* will find contestants competing in a battle of business savvy to prove they are the best candidate for the job.

The show's 18 contestants hail from Cameroon, Ghana, Guinea, Kenya, Nigeria and Uganda, while *The Apprentice Africa's* "Donald Trump" is The Troyka Group's chairman Biodun Shobanjo.

Sponsored by Bank PHB in conjunction with The Executive Group and Storm Vision, the winner of the competition will walk away with an annual salary of \$200,000.

Catch the show on Nigeria's Silverbird Television on Tuesday at 9.00pm and Tuesday on NTA at 8.00pm with a repeat airing on Thursday at 10.00pm; Kenya's KTN on Thursday and Friday at 8:05pm; TV 3 in Ghana; ITV in Tanzania and WBS in Uganda.

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