

MTN SAMA 18
Official Press Release

**SOUTH AFRICA'S MUSIC 'FAN OF THE YEAR' TO
PRESENT RECORD OF THE YEAR AWARD AT
MTN SAMA 18**

08.03.2012

RISA

SABC 



FOR IMMEDIATE RELEASE

South Africa's music 'fan of the year' to present Record of the Year award at MTN SAMA 18

TITLE SPONSORS MTN INTRODUCE A FIRST IN THE AWARDS COMPETITION FOR A LUCKY RECORD OF THE YEAR VOTER TO PRESENT STATUETTE AND WIN A WHOPPING R180 000

Johannesburg, 08 March 2012 - This year's MTN SAMA Record of the Year (RoY) category will signify the coming of age as the awards turn 18 if what MTN has in-store for the public, the deciders of who takes the RoY statuette home, is anything to go by. MTN, the title sponsors of MTN SAMA 18 for the 9th year in a row, have announced a competition that will provide a lucky music fan with a once-in-a-lifetime opportunity to present the RoY award to the winner and bag a whopping R180 000.

"As title sponsors of MTN SAMA 18 and custodians of the Record of the Year category it was only befitting that MTN launches a campaign that also recognises the passionate music fan," says Serame Taukobong, Chief Marketing Officer at MTN SA. "The South African music industry has and always will be a success solely because of the unwavering support of the public. As the MTN SAMA awards turn 18 and we embrace our sponsorship of the MTN SAMAs for the past nine years we feel it is important that we celebrate and recognise the fans as well."

The MTN Record of the Year category is the only category in the MTN SAMAs whom the winner is decided by the public through SMS votes. The public are given a list of 20 nominees comprising of artists, duos or groups who made big noise through their music in 2011. Each of the 20 nominees have been allocated a letter ranging from "A" to "T" and the public can vote by sending an SMS with the letter assigned to their favourite artist to 083 123 SAMA (7262) at standard SMS rates. Based on the number of votes each artist would have received, MTN will announce five shortlisted RoY nominees on 27 April. The public will then vote for the RoY nominee whom they think should win. Voting lines will close on the night of the awards (30 April) at 21H30 and the winner will be announced during the live broadcast of the awards on SABC 1 at 22H00 after an audit process.

"Fans who vote for RoY will receive an SMS prompting them download a track by one of the nominees from MTNPlay.com and will be automatically entered into the MTN Fan of the Year for doing so," explains Taukobong. "18 lucky winners will be chaperoned on an-all-expenses-paid



VIP experience at MTN SAMA 18, which will be hosted at Sun City. We will announce the MTN FAN of the Year at the event who will walk away with R180 000 and will get a once-in-a-lifetime opportunity to hand over the MTN SAMA 18 Record of the Year statuette to the winner of the category. This is a first for the awards and we are excited to reward a music fan for their support and passion for South Africa’s music industry.”

The nominated MTN Record of the Year are as follows:

CODE	TRACKS	ARTIST
A	Amapansula Ajabulile	Kabelo Mabalane
B	Casanova	DJ Choice
C	Clap Your Hands	Zakes Bantwini Feat. Xolani Sithole
D	Ex	Character
E	Facebook	DJ Cleo
F	Get Over It	Bucie
G	I Wanna Love You	Lulo Café (featuring Nothende)
H	Lengoma	DJ Sbu Feat. Zahara
I	Lento	Professor Feat. Speedy
J	Lighthouse	Elvis Blue
K	Loliwe	Zahara
L	Make It Easy	Lloyd Cele
M	Phakade	Lira
N	Settle For Less	Liquideep
O	Taking It Easy	GoodLuck
P	These Streets	Mi Casa
Q	Thinking About You	Theo Kgosinkwe Feat. Zonke
R	Turning In My Sleep	Prime Circle
S	World of Mine	Loyiso Feat. Khuli Chana
T	You and I	Charlize Berg & Heinz Winckler

ENDS.

