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CNBC AFRICA

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CNBC Africa and Nigerian-based bank Access Bank have joined forces to further strengthen the voice of Africa's business community. Access Bank PLC, one of the largest banks in Nigeria, is now the headline sponsor of the network's daily morning markets and business news show, Street Talk.

Access Bank PLC is not only listed on the Nigerian Stock Exchange, it is regarded as one of the emerging leaders in Africa. These attributes make it a perfect fit for a partnership with CNBC Africa's Street Talk, a daily markets show that crosses live to traders and analysts in Nigeria and Kenya as the markets open, to get up-to-the-minute analysis.

"Street Talk is a key and strategic programme on CNBC Africa that consistently delivers on the channel's promise of creating a voice for Africa's business community" says Gary Alfonso, COO of CNBC Africa. "The programme has become a 'must see' for business audiences in particularly West Africa - because of it's focus on the markets in Nigeria and regular crossings to influential business leaders in Lagos and Abuja. But it's also the only show that tracks the markets opening from East, South and West Africa," says Alfonso.

Sharing in the network's success of securing Access Bank PLC as the main sponsor of Street Talk is Pule Molebeledi, CNBC Africa's Sales Director he says, "We are very happy to have Access Bank as one of our key clients in Nigeria. We are looking forward to a sustainable and mutually beneficial partnership with one of Nigeria's trusted and leading banking group. The relationship with Access Bank is important to us as it further demonstrates the growing advertiser confidence developing within Nigeria when it comes to our brand."

Since the network's establishment two years ago, CNBC Africa has been showing a substantial increase in viewership and attracting the right calibre of decision makers in and across the continent. Partnerships with emerging and driven market leaders such as Access Bank are testament that CNBC Africa is a dependable source of business news in Africa. Alfonso emphasises "Street Talk brings Wall Street to Africa Street - every day - and gives the world the Africa perspective without fail".

**ENDS**

**WORDS: 349**

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**ABOUT CNBC AFRICA**

CNBC Africa, First in Business Worldwide, is the premier pan-African business and financial television network. With real-time coverage of financial markets and international business news, CNBC Africa provides business leaders, investors and the financial services industry across Africa with the information and analysis they need.

With programming from Africa, the US and Asia, CNBC Africa provides the perfect 24-hour global business briefing. Programming is built around key business events during the day. From the start of trading in Africa, through the Opening Bell on Wall Street and the closing of the markets in Asia, our fast-paced, hard-hitting business coverage makes CNBC Africa essential viewing for senior business leaders.

CNBC Africa offers viewers more than seven hours of live programming on the African markets every weekday, with flagship programmes like "Open Exchange", a pre-market opening program, "Power Lunch," CNBC Africa's daily business lunchtime programme featuring business news makers of the day; and "Business Tonight," a concise wrap-up of news and the big business stories which shaped the day.

The channel has become must-see viewing for those who need to know first, and viewers all over Africa are tuning in whether at work, at home, or on the move, to keep up with the latest financial news.

CNBC Africa also believes in mixing business with pleasure. The network's weekend programming block, brings a change of pace for viewers who need to step down a gear after business.

Today the network is available 24 hours on DStv channel 410 across sub-Saharan Africa.

In Africa, CNBC Africa launched in June 2007 as a business television network and has steadily grown its audience and built its reputation as a leading business and financial news network on the continent. As CNBC Africa grows and unfolds, it will open up and include even more news and markets information from the continent, creating a truly African network.