

DJ Sbu and the fake Forbes cover

NEWSWATCH: DJ Sbu is in hot water for a fake *Forbes* magazine cover that promotes the man himself and his energy drink, reports *ZAlebs*...



Fake!

For more:

- *ZAlebs*: [DJ Sbu defends himself on fake Forbes magazine cover...](#) DJ Sbu has denied fabricating the cover in question, but at the same time does not appear to have repudiated it on social media.

The magazine was apparently made aware of the fictitious cover on Friday and that prompted a statement to the effect that "The cover in question was fabricated by DJ Sbu and is in no way an endorsement by *Forbes Africa* or its affiliates. The fabricated cover [bears] resemblance to an October 28, 2013 *Forbes US* cover featuring Twitter CEO Dick Costolo."

The fake cover, shown here, depicts DJ Sbu holding his MoFaya energy drink.

When 702 interviewed Chris Bishop, *Forbes Africa* Editor, he said "The cover is our crown jewel... we know nothing about the [this] cover, we know nothing about the drink..."

ZAlebs quotes Sbu as saying, "You need to remember the struggles of small businesses in this country, I did not fabricate any cover, I see images of myself on social media all the time. I am extremely disappointed in Forbes' Chris Bishop for issuing that statement. I am extremely hungry; I don't conform to the rules. I saw the image, it's brilliant, and I retweeted it."

- *Times Live*: [SABC making DJ Sbu pay up for every time he promoted his energy drink: report...](#) Meanwhile, *Times Live* reports that the SABC has apparently conducted an audit on DJ Sbu's radio show and could soon be demanding that the entrepreneur pay up thousands in misspent airtime.

It also reports that he was suspended by Metro FM for punting his energy drink at the Metro FM awards.

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