

Your chance to embark on the Ultimate Search

 By [Emeka Enyadike](#)

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Beer is the least important subject when the fourth season of the Ultimate Search comes alive but Nigeria's Ultimate Beer Gulder has put tourism and endurance at the heart of its famous reality show.

Jos - This year's edition is the fourth and yet another daunting destination beckons the contestants. Shere Hills in Jos, North Central Plateau State of Nigeria is venue from August 9-29, 2007.

The quest this time: The Search For The Golden Age. The show will be broadcast on the NTA Network, AIT, MBI, STV and GALAXY.

Applications will be processed on-line through the Gulder Ultimate Search website and a rigorous screening process at zonal levels follows in Jos, Owerri, Enugu, Benin and Lagos.

Ten hopefuls will head to Shere Hills and compete for the winner's Grand prize comprising N5 million cash, Ford Explorer 4x4 and N500,000 wardrobe allowance. First and second Runners-up each earn N2 million N1 million respectively.

In the last series, in Nifor, Edo State, Hector Oluwaseun Jobarteh was the winner. The Ultimate Search debuted in 2004 at Snake Island in Lagos, while the scenic Cross Rivers State Resort, Obudu Ranch Resort, was the 2004 venue.

The Gulder Ultimate Search is billed as 'the last man standing', but it has witnessed some fierce competition by women and some contestants have gone on to great things.

In 2005, Cross Rivers State's ex-governor, Donald Duke announced and paid N1 million for 'the last woman standing'. The winner, Ifeoma Dike now has a successful acting career including the now rested MNet Sitcom-doctor's Quarters

Registration/Details on <http://www.gulderultimatesearch.tv/>

ABOUT EMEKA ENYADIKE

Emeka Enyadike is a multi-dimensional writer on sports, marketing, sponsorship, broadcasting and online trends drawing from his rich diverse global expertise. He has deep industry know-how, built through a distinguished sporting career that makes him one of the most respected sports commentators and analysts from Africa. Contact Emeka at livermeka@yahoo.co.uk.

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