

Keyshia Cole 2: The Way It Is



NEW YORK “ October 23, 2007 “ R&B diva Keyshia Cole is back and more compelling than ever in the second season of BET’s hit docu-drama KEYSHIA COLE 2: THE WAY IT IS. During this season, which premieres on Tuesday, October 30 at 10:30 PM*, Keyshia attempts to deal with all of her family drama while putting the finishing touches on her new CD, Just Like You.

In its inaugural season, the hit series was hailed by critics, including the New York Daily News, which said “[Keyshia Cole] is a refreshing revelation in a star’s life.” Vibe Magazine said, “... [W]ith the cameras rolling, music fans get a chance to witness Cole’s realness, which is ironically a rarity in reality TV,” and TV Guide said, “Ashlee who? There’s a new diva on the reality scene, only this one is mad talented instead of a lip-synching punch line.”

The first season of the top-rated Keyshia Cole: The Way It Is gave viewers insight into what it took for Keyshia to rise up from her troubled past as the daughter of a drug addict growing up in Oakland, Calif., to become a critically acclaimed, platinum-selling R&B superstar. This season, Keyshia has invited several members of her family to live in her multi-million dollar Atlanta mansion, including her mother, recently released from prison after serving three years for drug-related charges, and her sister, Neffie, who suffers from alcoholism. For her mother and sister it’s a lofty premise, until they realize that they have to play by her rules “ one of which includes no men in the house.

“No company? Are we just going to look at each other? Are we in prison? We don’t get no conjugal visits?” Neffie

complains.

“I still feel locked up,” says her mother Frankie. “That’s not a good way to feel, especially since I’m free. I don’t want to feel locked up, so I gotta do me.”

Keyshia soon questions whether her efforts to provide her family with such a cushy existence are really worth the toll it is taking on her personally. When she realizes that she cannot balance the pressures of her career with trying to help her mother and sister adapt to their new surroundings and sobriety, she seeks professional help.

KEYSHIA COLE 2: THE WAY IT IS is executive produced by James Dubose of Dubose Entertainment and BET.

For up-to-the-minute and archival press information including releases and photographs, visit BET’s press-only Web site at www.bet.com/pr.

* All times ET/PT