

# LL Cool J Gears Up For” Exit 13” In Stores 8/26, New Video



LL Cool J’s “Exit 13” drops 8/26. Peep the new video “Baby” featuring The Dream [here](http://www.musicmedialink.com/a?t=b2258):

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“I never could have predicted that I’d still be rocking the mic more than two decades after my debut, but here I am,” LL Cool J says with a smile.

Here he is indeed. Nearly 25 years since he first burst onto the scene, LL Cool J continues his vibrant, trailblazing career with the release of EXIT 13, his appropriately titled 13th album for the only label he has called home – Def Jam Recordings.

EXIT 13 is a study in contrast and showcases LL Cool J’s duality. “Depending on my mood, I can be aggressive, explosive and in-your-face, or alternately suave, smooth and sensual. It’s no secret that I like making love songs as much as I like to lay down rhymes,” commented LL. With a career chock full of both and a new album packed with collaborators as diverse as 50 Cent, Wyclef Jean, Richie Sambora and The Dream, and producers such as Suits, DJ Scratch, Ilfonics and Raw Uncut, EXIT 13 is the album LL Cool J fans have been clamoring for – full of passion, braggadocio and smooth rhymes. “When it came time for me to go into the studio, I tried to make this project as relevant as my first, and having that sense of my career coming full circle. Believe me, it was a blessing to be able to go back into the studio and create this album.”

Joining forces with 50 Cent on a track called “Heartbeat,” the

two Queens natives rap over a stripped down track, while sounding like they are having a good time. "It's a song about role playing," says LL of "Heartbeat." On the tracks "Rocking With The Goat," LL taps into his native New Yorker persona, and teams with labelmates The Dream on EXIT 13's first single "Baby." The track, which recently debuted on the Billboard charts, marks LL's 42nd career chart debut.

What began for LL Cool J in the nascent, burgeoning rap and hip hop scene of the 80's, has now seeped throughout the musical and cultural phenomenon that is today's hip hop. All the while, LL Cool J has remained a musical and cultural force, a living icon and a significant, relevant artist still churning out the hits. First introduced to the world in 1984 as a Def Jam Records flagship artist, LL is the first rap artist to amass ten consecutive platinum-plus selling albums, while 2004's "THE DEFinition" and 2006's "Todd Smith" both went Gold. He is currently tied for third place for most Billboard chart debuts by a rapper.

As an entertainer, he has succeeded in crossing into multiple mediums. Already a talented actor, author, recording artist, two-time Grammy Award winner and NAACP Image Award winner, LL continues to display his wide range of talents in his projects.

He recently inked an exclusive deal with Sears, Roebuck to brand an affordable clothing line that will appeal to families. A focal point of Sears own re-branding efforts, LL's merchandise is slated to hit stores in time for back to school. "The clothes are fashion forward, and I'm using my whole family in the ad campaign."

Expanding into the digital world, LL has founded [www.boomdizzle.com](http://www.boomdizzle.com), an online social networking community designed for aspiring artists to record, share and remix original music and video content, as well as an online space for LL to share his music and highlight ancillary projects.

As an actor, LL Cool J recently wrapped production on "The Deal" opposite William H. Macy and Meg Ryan. He also recently starred in Paramount Pictures' "Last Holiday," opposite Queen Latifah. The film was lauded by fans and critics alike and proved to be a box office draw. Both "Last Holiday" and "Edison," a film starring Morgan Freeman, Kevin Spacey and Justin Timberlake, are now available on DVD.

Over the years, LL has appeared in more than 30 films and starred opposite acclaimed actors such as Samuel L. Jackson and Colin Farrell in Sony Pictures blockbuster "S.W.A.T.," Al Pacino, Jamie Foxx and Cameron Diaz in Oliver Stone's "Any Given Sunday," and Gabrielle Union in Focus Features' "Deliver Us from Eva." Other film credits include "Rollerball," "Charlie's Angels," "Kingdom Come," "In Too Deep," "Toys," and "Slow Burn," with Ray Liotta. He has also received a Blockbuster Award for best comedic performance as the "Chef" in Renny Harlin's blockbuster action film "Deep Blue Sea."

Three years ago, LL transitioned to television with a dramatic and critically acclaimed performance on the second season premiere of FOX's hit drama "House." He recently guest starred on the NBC comedy "30 Rock" in a memorable performance as hip hop mogul Ridiculous. He currently has a new dramatic television series in development at CBS.

Also an author, LL's recently released his new fitness book, LL Cool J's Platinum Workout, which was a New York Times Bestseller. In the book LL shares his personal workout regimen in a revolutionary new program that promises to help anyone build muscle and burn fat. In 2002 he released a children's book, And the Winner Is, as part of Scholastics series of books and CDs by today's hottest rap stars called "Hip Kid Hop." And the Winner Is tells the story of a young basketball player who learns the importance on winning and losing gracefully. He also penned a 1997 autobiography, I Make My Own Rules.

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# Karina Pasian, Island Def Jam Recording's New Artist, To Headline Multicultural Marketing Summit



MIAMI, FL â€” July 10, 2008 â€” Karina Pasian, The Island Def Jam Music Groupâ€™s new hit artist will be headlining the entertainment lineup at the 5th Annual Multicultural Marketing Summit in Miami, FL on Thursday, October 23rd. The soon-to-be 17-year-old Dominican-New Yorker has a powerful voice that combines a jazz-inspired flare to create music that is transcendental. Karinaâ€™s performance along with the location of the Multicultural Marketing Summit and keynote speakers create a cultural experience that is enlightening, yet provide a wealth of knowledge on Americaâ€™s diverse consumer. The event aims to provide solutions for Fortune 1000 companies seeking to break into and expand within the U.S. multicultural markets.

Karina has been trained in classical piano since the age of three and studied music and voice at the High School for Professional Performing Arts in New York. She can sing in seven different languages â€” Spanish, English, Italian, Russian, Arabic, Turkish & French â€” and is of Dominican heritage. Karina won Star Search in 2003 and has performed at a number of prestigious events. Last June, she sang at the White House during Black Music Month and was the first Dominican to perform there. Sheâ€™s collaborated with a number of prominent songwriters, artists and producers such as Chris

Brown, The Dream, Tricky Stewart, Gordon Chambers, Carlos McKinney, Lil Mama and many more.

Karina will be releasing her debut album "First Love" August 19th, 2008 and one of her singles of the album "Can't Find the Words" was recently featured as iTunes single of the week. Although the artist has experienced unparalleled success for someone her age, the modest young artist frequently performs at charitable events and high schools. As a truly versatile artist, Karina embraces all forms of music and manages to fuse together an array of musical styles within her songs. Due to her unique ability to blend musical styles from nearly every culture and era, it is only appropriate for Karina to perform as this year's featured artist at the 5th Annual Multicultural Marketing Summit.



Also performing at this year's conference will be the independent Latin rock band, Local 34, who is undoubtedly Miami's hottest new sound. Local 34 blends together a number of Latin-influenced beats with a touch of rock. The band's diverse nationalities (ranging from the Caribbean to South America) are reflected in the uniqueness of their sound. Local 34 will kick off the Summit with a live performance on opening night. The Multicultural Marketing Summit will be held at the Mandarin Oriental hotel in Miami, FL on October 22-24, 2008.

For more information about the 5th Annual Multicultural Marketing Summit please visit [www.latinforce.net/summit](http://www.latinforce.net/summit) or call 888-309-2005.