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## [LL Cool J and the Fatal Attraction](#)

*Lions Gates Film has recently signed a deal with rapper LL Cool J, hoping to attract more black women moviegoers to the cineplex.*

Famous rapper/ actor LL Cool J has joined Lions Gate Films to make new pictures, which could attract more black female moviegoers to the cinema. His first project will be an urban remake of Fatal Attraction, in which he will portray a man who gets into serious trouble when he engages in an extramarital affair. According to Michael Paseornek, president of production at Lions Gate, the company's intentions is to attract talent. "We are not looking to develop gimmicks but make real movies. LL has a huge following and is very credible with women", Paseornek said. LL Cool J will get a producer's credit on each film developed by the company as part of the multiyear deal. After "Deliver Us From Eva" (his debut), "Deep Blue Sea" and "Mindhunters", this version of Fatal Attraction is meant to serve the often ignored segment of the black female market. The company would like to have two or more productions a year, if these projects, which are budgeted at less than \$10 million, will get the expected response from the market. "This is the perfect transition for me as I can now pour all my energy and creative juices into this fresh and exciting producing venture," LL Cool J stated, as quoted by Reuters.