

Hip-Hop 'Reggaeton' Film to be Produced by Jennifer Lopez

Written by Robert ID2293

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All rights to "Reggaeton," an original screenplay written by Albert Leon have been acquired by Sony BMG Music Entertainment. Sony BMG plans to produce the project, in conjunction with Jennifer Lopez's Nuyorican Productions, through the recently launched SONY BMG Film.

"Reggaeton," SONY BMG Film's first feature, will be produced by Jennifer Lopez and Simon Fields for Nuyorican Productions and by Sofia Sondervan on behalf of SONY BMG Film.

The picture will be shot on location in New York and Puerto Rico with production expected to commence in Spring 2006.

"Reggaeton" is the story of Rob, a talented 21-year-old from the South Bronx whose dreams of hip-hop stardom are dashed when a run-in with local thugs makes him flee the city to hide in Puerto Rico with the father he never knew. There he finds love with a street-savvy local girl, CC, and discovers a new genre of music, a mix of hip-hop and reggae. The locals call it Reggaeton. Rob partners with his half brother, a DJ, and together they make groundbreaking strides and are poised to become Reggaeton stars. But, when a corrupt music producer "discovers" Rob and offers him a record deal that brings him and CC back to New York, a new conflict threatens his romance and his budding career.

"Reggaeton" is one of the most original scripts we've come across since we launched this division," said Sofia Sondervan. "We expect it will attract a top-notch director and cast."

"This project is a great way to launch SONY BMG Film," said Andrew Lack, CEO, SONY BMG MUSIC ENTERTAINMENT. "Reggaeton" perfectly meets our mandate to develop features that create a compelling blend of music and film."

Hip-hop cultures most beautiful Puerto Rican - Jennifer Lopez commented, "This script is a perfect fit for us because not only is it a compelling story with great characters, but it also combines two elements that are very close to my heart -- music and Puerto Rico."

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“We are excited to be working with SONY BMG to bring this timely material to audiences,” said Simon Fields. “The synergistic relationship of our two companies makes this a very strong and exciting project.”

Janet Sales, Nuyorican's head of development, brought "Reggaeton" to SONY BMG Film. The deal was negotiated by Andrew Ross on behalf of SONY BMG, Bob Wallerstein for Nuyorican Productions and Matt Leipzig and Jordan Bayer at Original Artists for Albert Leon.

SONY BMG MUSIC ENTERTAINMENT has a stable of Reggaeton artists including Voltio, Calle 13, Alexis y Fido, Zion y Lennox, John Eric and M.R.P. as well as a label deal with the highly influential Puerto Rican imprint, White Lion.

More information at <http://www.bmg.com>