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## Today's News: Our Take

### LL Cool J Reveals What's Hot About the New *NCIS*

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LL Cool J, *NCIS: Los Angeles*

Starting Sept. 22, *NCIS* fans will double their pleasure when CBS' high-rated procedural is followed by the series premiere of *NCIS: Los Angeles*. The much-heralded spin-off concerns the L.A.-based Office of Special Projects and its own team of Special Agents, led by Chris O'Donnell and LL Cool J. Here, the man who famously rapped about "Going Back to Cali" reveals how he landed in *Los Angeles* this TV season.

TVGuide.com: That was quite a performance you gave at the CBS upfronts. [LL Cool J surprised the crowd with a rousing performance of "Mama Said Knock You Out."]

TVGuide.com: Now, tell me about MasterCard's "Break In a Pair of Jeans" campaign, for which you are a spokesperson.

LL Cool J: Anyone who uses their MasterCard [through Aug. 31] gets automatically entered into the contest. They can get a free pair of jeans, but the real cool thing is that they can win four tickets to anywhere they want to go. You can then break in your jeans anywhere you want.

TVGuide.com: One of the prizes is \$200 to buy a pair of jeans. Does two bills buy LL Cool J a pair of jeans?

LL Cool J: Absolutely! My [Sears line of] jeans are maybe \$50, so yeah, you can definitely buy LL Cool J jeans. The other cool thing about the MasterCard campaign is that at the Major League Baseball All-Star Game, they're going to have banners hanging up at the Home Run Derby. If a player hits a banner, MasterCard is going to donate a million dollars to Stand Up to Cancer. It's a very, very cool promotion and something I'm proud to be a part of.



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