

Alade Aromire, foremost actor, dies

ADEOLA BALOGUN

DEATH has dealt another cruel blow to the nation's entertainment industry as a foremost actor and movie producer, Muyideen Alade Aromire, died on Friday.

He died from injuries he sustained in an accident involving his jeep and a trailer at the Berger end of Lagos-Ibadan expressway.

SUNDAY PUNCH learnt that the boss of Yotomi Television was returning from a visit to his estate, Yotomi Golden Estate, Magboro, when a trailer rammed into his Pathfinder jeep from behind, thus overturning the vehicle.

One of his aides who identified himself simply as Shadow gave account of how his boss died in the accident.

He said the late actor, who drove himself, had the accident just a few minutes after he left the popular Berger bus-stop and was on his way towards Ikeja where

his cable television was located.

"We were four in the vehicle," he recalled, "but when we got to Berger, he dropped me and Niyi and continued with Baba Oyo. We were coming from his estate in Magboro where he went to inspect the progress of work. I was too shocked this morning when I got a phone call asking me where Prince (Alade) dropped us yesterday. I was shocked when I was informed that he died last night. In fact I threw away the phone because that kind of news was terrible," he said.

Popularly called Alade, the Lagos prince is reputed to be the pioneer of home video which today has transformed to Nollywood ranking third after Hollywood and Bollywood.

His film, *Idajo Aiye*, which he produced in 1984 is reputed as the first wholly Nigerian movie which was shot and produced in the country.

Aged 47, the light

complexioned actor quit active acting and veered into cable TV business which he called *Yotomi TV*.

He set up the television outfit after a crash programme in film and television in Cologne, Germany and thus became the first Nigerian to own a vernacular pay channel.

Apart from the television outfit, he recently floated *Miracle Fortune Property*, popularly called *Yotomi Golden Estate*, which attracted a lot of subscribers.

He owned *Alpha Fortune Music* which has contributed a lot to the music industry.

When our correspondent visited his office in Agidingbi area on Saturday, it was a gloomy picture as hundreds of his colleagues and fans thronged the place and wept openly.

Among the early callers were the President of ANTP, Prince Jide Kosoko; Dudu Heritage boss, Ola Ibrinke; Yinka Quadri; Wumi; Abeni; Bukky Black; Abbey Lanre and Ajobiewe.