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MARC ECKO LAUNCHES GLOBAL AD CAMPAIGN
“Be Unlimited” to cross artistic, athletic, cultural boundaries

(NEW YORK, NY) January 21, 2009 – Marc Ecko Enterprises, the innovative global fashion and lifestyle company best known for its iconic Rhino and the *ecko unltd brand, has announced the launch of a new global ad campaign titled, “Be Unlimited.” The campaign is scheduled for February release in targeted lifestyle print outlets, television, point of sale at Ecko stores and select Ecko retailers, as well as an online component. The Spring/Summer '09 campaign will showcase an array of talent and brand ambassadors, and highlights the brand’s signature apparel, shoes, and watches.

Using a series of YouTube viral videos to augment its traditional media buys, the campaign will feature local and international artists and athletes who best represent the philosophy behind the Ecko Unlimited brand and have an impact on popular culture within their region. The story connecting all the ads revolves around the transformative power of character, individuality, passion, and struggle in overcoming adversity and achieving success.

“The ad campaign will underscore the multi-cultural diversity of the Ecko brand,” says Alberto Verdi, head of Marc Ecko Enterprises International Division, “while leveraging the current sea wave of the triumph of determination in the journey to success. Circumventing a broad variety of obstacles, each of our featured artists and athletes illustrates how they are uniquely ‘unlimited’.”

Countries participating in the Ecko campaign cut a wide swath globally and include, but are not limited to, Canada, Croatia, Czech Republic, France, Greece, Norway, Portugal, Russia, Spain, Italy, UK, Brazil, and USA. Among the diverse panel of participating athletes are MMA fighter Frank Mir, Stunt bike rider Kane Friesen, WWE’s John Cena, Puerto Rican Welterweight boxer Miguel Cotto, French painter Pablo Cots, Russian kick boxer Ruslan Karaev, Canadian Gavin Sheppard, and Michael Bisping, along with various personalities from other action sports, music, and graffiti/street artists.

The URL ecko.com/beunlimited will showcase the videos and direct viewers to EckoTV’s YouTube channel.

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About Marc Ecko Enterprises

The Company was founded in 1993 by [Marc Ecko](#), [Seth Gerszberg](#), and [Marci Tapper](#). Evolving from just six t-shirts and a can of spray paint, Marc Ecko Enterprises has become a full-scale global fashion and lifestyle company that reported global retail sales that exceeded 1.5 billion last year. Current Marc Ecko Enterprise brands include: *ecko unltd., Marc Ecko Cut & Sew, eckored, Avirex, GUnit, Zoo York, *Complex* Magazine, Complex.com and Marc Ecko Entertainment, a videogame and multimedia division.

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