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NISSAN AND MARC ECKO DRIVE INTO THE FUTURE TOGETHER

*Fashion Visionary and Street-smart Automotive Brand Forge Partnership
Creating the Ultimate in Style*

Las Vegas (Aug. 28, 2006) – Today, the Nissan division of Nissan North America, Inc. (NNA) and lifestyle fashion visionary Marc Ecko, announced a unique strategic partnership blending the world of fashion and automotive design. The announcement was made at the MAGIC men's apparel and accessories trade show in Las Vegas and the partnership will allow each brand to retain their individuality while expanding their audience and reach.

"Both the Nissan Pathfinder and Nissan Armada are known for their power, style and energy, which is also characteristic of Marc Ecko's creative artistry and compelling vision," said Jan Thompson, vice president of marketing, NNA. "His design will bring together two great brands that already have an established relationship with street culture, making it a natural and ideal fit."

To celebrate the partnership, Mr. Ecko will modify two of Nissan's most popular SUVs – the Nissan Pathfinder and Nissan Armada – giving each a hip, new design inspired by his *ecko unltd. and Cut & Sew clothing lines. The two one-of-a-kind vehicles will be displayed at events across the country following a special unveiling in October in New York.

"Side by side, these two vehicles share a design heritage, yet each has its own distinct character," said Mr. Ecko. "My goal is to take that character to the next level and to express the vehicles' individuality through bold, original design and superior execution."

The *ecko unltd. Nissan Pathfinder

Bearing in mind *ecko unltd.'s street-smart swagger, the Nissan Pathfinder customized by Marc Ecko takes a vehicle that loves to get a little dirty and gives it an "old school" twist.

- ◀ The exterior: smoothed wheel wells, a modified grill highlighted by the Nissan badge, and a custom black and grey camouflage paint job offset by safety orange detailing.
- ◀ The interior: driver and passenger seats are given a 1960s redesign, with Eames-inspired molded wood backs and seamless black leather; safety orange is once again introduced through a glossy center console and accent molding, while extra touches include a matching wood steering wheel and a hand molded fiberglass subwoofer enclosure.

The Cut & Sew Nissan Armada

Sophisticated yet keeping with Cut & Sew's fashion-forward designs, the Nissan Armada customized by Marc Ecko retains the muscularity of the vehicle's original look, while adding a dose of irreverence and edginess.

- ◀ The exterior: a cream Landau roof, custom moonbaby-inspired hubs, white-wall tires and safety orange side panels.
- ◀ The interior: cream and tan calfskin with heavy contrast stitching on the steering wheel, doors panels and dashboard, a briefcase-inspired glove box and encased subwoofer enclosure with heavy duty straps and buckles; other special features include roadster-style gauges, metal gas and brake pedals, and a wireless communications system.

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In addition to the two custom vehicles, Mr. Ecko will also create limited edition, co-branded hooded jackets, woven button-downs, t-shirts, leather key chains and other items that will be given away at events and sold online through www.nissan.eckounltd.com. Proceeds from these sales will benefit Sweat Equity Enterprises, a nonprofit organization that empowers young people to learn professional design and technology skills while working behind the scenes in leading design companies.

The new collaboration is tagged "SHIFT_unltd.," which visually unites the two brands into one partnership.

"SHIFT_ is not just a tagline for Nissan," said Thompson. "Every Nissan employee is tasked to 'shift' the way we work, the way we approach our products and the way we market them. This program exemplifies the premise of SHIFT_."

Following the announcement at MAGIC, there will also be three in-market events in New York, Chicago and Atlanta. In addition to unveiling the customized Nissan vehicles at the New York event, each invite-only affair will feature a Nissan and Marc Ecko fashion show and provide consumers with an urban, red carpet experience.

For more information, please visit www.nissan.eckounltd.com.

About Nissan North America

In North America, Nissan's operations include automotive design, engineering, consumer and corporate financing, sales and marketing, distribution and manufacturing. More information on Nissan in North America and the complete line of Nissan and Infiniti vehicles can be found online at www.nissannews.com or by contacting the corporate media line at 615-725-5631.

About Marc Ecko Enterprises

The youngest member of the Council of Fashion Designers of America's board of directors, Marc Ecko is founder of *ecko unltd., the world famous rhino brand. Since its creation in 1993, the group of companies that comprise Marc Ecko Enterprises has grown to include: *ecko unltd.® men's and Eckored® women's apparel, as well as outerwear, footwear, watches, eyewear, underwear, belts, bags, hats, small leather goods, formalwear and more. Marc Ecko Enterprises also includes Marc Ecko "Cut & Sew" (a contemporary menswear line launched Fall 2004); G-Unit® clothing and accessories (a joint venture with multi-platinum musician, 50 Cent); Zoo York® (a line of action sports-inspired clothing and accessories); and Avirex® Sportswear Collection (a mid-tier brand launched Spring 2005). The Company also publishes Complex® magazine, a men's consumer magazine with a rate base of 330,000, and developed *Marc Ecko's Getting Up: Contents Under Pressure*™, the first truly authentic video game based on urban culture and graffiti art launched February 2006. *ecko unltd. products are available in over 5,000 stores domestically and in over 45 countries internationally, as well as through 37 of its own retail stores across the country. For additional information, please visit www.marceckoenterprises.com.

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