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## Kobe Bryant Taps Zambezi Ink for Sneaker Campaign

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LOS ANGELES, March 3 /PRNewswire/ -- Taking the trend of hands-on athlete marketing to new heights, a mixed-media ad and strategy house has worked directly with Kobe Bryant to develop a multi-spot campaign for the launch of Bryant's new signature Nike shoe, the Zoom Kobe III.

Zambezi Ink, of Venice, CA created, directed and produced the five-spot Genius campaign. One spot per week is premiering exclusively at Bryant's official site, <http://www.KB24.com>, followed by a broader on and offline rollout.

In close collaboration with Bryant, Zambezi Ink's Creative Directors Brian Ford and Ian Noe developed the Genius concept. Dressed as Leonardo Da Vinci, Amadeus Mozart, George Washington Carver and Albert Einstein, Bryant proves that these sneakers are genius, with some help from a precocious youngster.

"We wanted a way to talk directly about the shoe while showing Kobe as you've never seen him," said Ford, creative director and co-founder. "So he embodies geniuses of the past to reflect the genius of the Zoom Kobe III. Plus, seeing Einstein and the rest of them totally ball out is funny to me."

The Genius campaign isn't the first collaboration between Bryant and Zambezi Ink. The agency created and maintains <http://www.KB24.com>, which launched in October 2006. It averages 40,000 unique visits a day, and has received 10.8 million unique visitors since its launch. The site is a robust and intuitively-designed athlete site where visitors can see daily content updates, fresh video content, read Bryant's blog, chat with each other, shop the store, sign up for Bryant's camps, and more.

The Nike Zoom Kobe III is currently available for sale on <http://www.KB24.com>. Two new color ways will be released late March and early May.

About Zambezi Ink

Zambezi Ink is a full-service advertising, design, brand strategy and

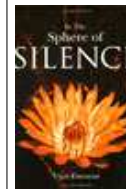
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production company in Venice, CA. Clients include  
http://www.KB24.com, The Los Angeles Lakers, Comcast, The Portland  
Trail Blazers, Upshot Energy Drink and Teva. For more information  
about Zambezi Ink, contact 310.450.6800 or visit  
http://www.zambeziink.com.

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