

**FOR IMMEDIATE RELEASE**

**SWEAT EQUITY ENTERPRISES (“SEE”) BRIDGES GAP BETWEEN  
YOUTH EDUCATION AND REAL WORLD SKILLS**

- SEE Student Debuts Watch at Select Retailers Nationwide -

NEW YORK, NY, November 27, 2007 – Sweat Equity Enterprises (SEE), a non-profit, project-based youth development learning program, is pleased to announce the launch of the “Eclipse” wristwatch through select retailers nationwide. Designed under the Marc Ecko brand by 18 year-old SEE student, Paul A., 100 percent of profits from its sale go towards the expansion of the SEE program and the development of scholarships for Paul and his fellow students.

Founded by designer Marc Ecko in 2005, SEE allows young people to release their own limitless potential by taking design from concept to production in a real world simulation. Through this nonprofit competitive program, underserved teens have the opportunity to learn professional, academic and personal skills and generate income by working on real world projects with companies in addition to Marc Ecko Enterprises, such as Nissan, Radio Shack, Skechers, New Era, and Saks Fifth Avenue, among others.

"Not only is this watch design something entirely new, it's allowing other inner-city kids to experience all of the things that I have through SEE. Before joining the program three years ago, I was dealing with a whole bunch of negative stuff. But because of the program and the creative outlet it has provided, I've learned to cope with my feelings in a more positive way. SEE has been one of the best things that has happened to me, and to share that with a whole bunch of other kids would be the ultimate," notes Paul.

Each semester, approximately 100 students participating in the four-year program are paired with different corporate partners, enabling them to analyze and redesign various products and media, while also gaining invaluable personal, academic and professional skills. Students then present their creations to an expert panel for critique, and select designs such as Paul's watch are chosen for mass production.

"SEE is a design-based learning and production collaboration," SEE founder Marc Ecko said. "SEE's vision is to transform education by making it more relevant. High school students and the private sector collaborate and innovate, create and educate. By learning watch design, Paul found a touchpoint that made learning relevant, engaging, even fun."

**Images and video are available upon request.**

**About SEE**

Sweat Equity Enterprises (SEE) builds design collaborations between underserved youth and industry – an unbelievable learning opportunity for teens and an innovation lab for design professionals and companies. A project-based youth development learning program, SEE takes place in a real professional environment where teenagers participate year-round for all four years of high school.

Participants gain intensive design, technology and entrepreneurship training as they develop original graphic, product, or apparel designs from concept to prototype in partnership with a company partner.

As SEE expands nationwide this year, it plans to reach thousands of youth, educators, and professionals. For additional information, please visit [www.sweatequityenterprises.org](http://www.sweatequityenterprises.org).