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OBSIDIANWORKS™

**ENDEAVOR'S CULTURAL MARKETING AGENCY 160OVER90 ANNOUNCES A STRATEGIC INVESTMENT IN  
AND PARTNERSHIP WITH MICHAEL B. JORDAN'S OBSIDIANWORKS,  
A BLACK-OWNED AND LED MARKETING AGENCY**

**NEW YORK (JUNE 2, 2021)** — Full-service cultural marketing agency **160over90** today announced a strategic investment in and partnership with **Obsidianworks**, a culture-powered marketing agency co-founded by actor and producer **Michael B. Jordan**, purpose-built for a more inclusive era of brand storytelling.

Obsidianworks was founded by Jordan and Chad Easterling, a marketing executive and Nike veteran. Jordan and Easterling lead the agency alongside a core team of senior leadership—including CAA alum and nonprofit advisor René Spellman and creative and marketing agency veteran Bobby Moore III—who bring deep expertise and unique perspectives that have helped establish the agency as a go-to resource for major global brands looking to reach millennial, Gen-Z and multicultural communities.

“Chad and I have been building the foundation for Obsidianworks for years, and I’m thrilled to be finally taking this venture to the next level,” said Michael B. Jordan, Executive Chairman of Obsidianworks. “Our goal is to bridge the gap between clients and culture. We will look to elevate new voices and fresh perspectives in everything we do. 160over90 was the perfect partner to help further our commitment to a new era of storytelling that opens the door for more inclusive, authentic stories and campaigns.”

“We created Obsidianworks to offer ambitious brands something new, brave and different,” said Chad Easterling, CEO of Obsidianworks. “An agency that reflects the diverse community that we belong to, and reminds the industry that ‘multicultural marketing’ is mainstream marketing. We are proud to be partnering with 160over90 to expand our capabilities and help brands and talent benefit from a wider range of stories and storytellers, and reach vital communities, especially Gen-Z and millennials, in new ways.”

“Michael and Chad are exactly what we look for in partners: multi-hyphenates with vision, passion and courage,” said Ed Horne, President of 160over90. “They know what it takes to capture—and keep—attention. We are so proud to invest in the growth of Obsidianworks and look forward to working with them to deliver culturally relevant work brands can’t find anywhere else.”

Jordan is represented by WME, M88 and Ziffren Brittenham LLP. WME and 160over90 are Endeavor companies. Obsidianworks was advised by Fort Greene Partners LLC, Stubbs Alderton & Markiles and Ziffren Brittenham LLP. 160over90 was advised by Latham & Watkins.

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**About Obsidianworks**

Obsidianworks is a culture-powered marketing agency co-founded by Michael B. Jordan and Chad Easterling purpose-built for a more inclusive era of brand storytelling and to reflect the diverse community that they belong to. The agency focuses on cultural connectivity through brand strategy, digital and social impact. The agency works with brand and talent partners to identify opportunities, create and execute innovative and culturally resonant campaigns and activations, and connect with multicultural consumers in diverse communities. Their roster of clients includes Coach, Amazon, Piaget, AMPAS and more. The agency is a minority business enterprise certified with the Southern California region of the National Minority Supplier Development Council.

**About 160over90**

160over90 is a full-service cultural marketing agency. An integrated part of the Endeavor network, which includes entertainment agency WME and sports, fashion and events leader IMG, 160over90's cultural insight, access and influence helps brands stay connected to what their consumers care about most. With offices in seven countries around the world, 160over90's expertise spans experiential, creative, public relations, digital, social, impact, influence, higher education and more.