

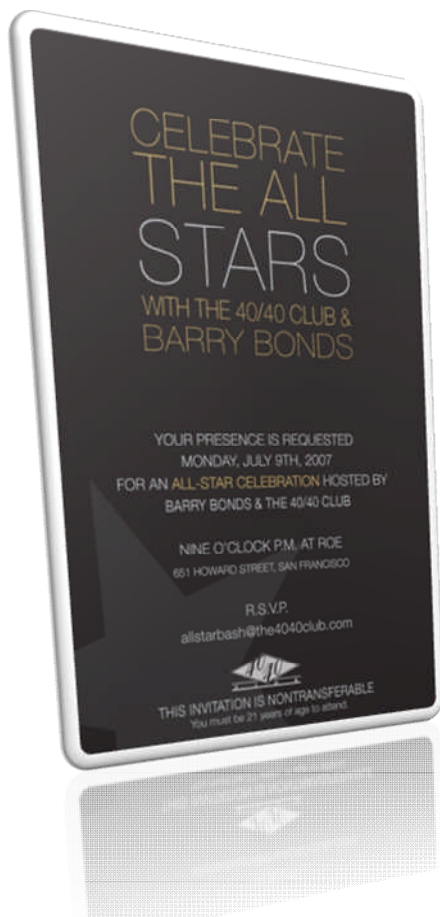
# Kai-Kai is V.I.P. with the STARS!!

San Francisco, Ca

07.11.07

Lindsey S. Nagy

8<sup>th</sup> Wonder Innovation, LLC



SAN FRANCISCO, CA - July 9, 2007: Actual Invitation [ABOVE]. Barry Bonds & The 40/40 Club All-Star Celebration. (Photo by: 8<sup>th</sup> Wonder Innovation, LLC).

Recently, Kai-Kai Sandal has truly been taking their own advice by applying their company's slogan, "*Dance to the Beach and Beyond...*" to their promotional initiatives. In fact, we found the successful young entrepreneur, Kai Costanzo, *Founder* of Kai-Kai Sandal, *dancing way beyond* his eastern-shore storefronts, across the country, in San Francisco. Kai was preparing to entertain the opportunity of a lifetime: Kai-Kai Sandal arranged a V.I.P. promotion with A-List celebs via Major League Baseball's Barry Bonds and rapper Jay-Z's All-Star bash!

Costanzo is not your typical fashion business owner. While there are many up-and-coming designers around who deliver unique, custom products, it is all too often that "fads" will last only a season or so in the industry. Kai has an edge on his competitors: he knows what it takes to create, "*The World's Most Comfortable Sandal;*" "*Pure Comfort.*" (Even I will attest to their claim – as an owner of three different pairs of Kai-Kai's!) Kai trusts that through his proven craftsmanship, customers will never want any other brand of sandals once they try on a pair of his Kai-Kai's! Okay, a need for durability and a desire for comfort, we get it, but how does one encourage folks to take off their shoes and actually try on

a pair of sandals? We thought that such an act would prove difficult for Kai-Kai Sandal...boy, were we wrong! When hanging-out with Kai Costanzo, it is not long before you learn just how far he will go for his customers *and* for fun...Thus, we now join the many in witness to the reality of The Kai-Kai Sandal.

Though Kai has certainly addressed comfort and durability as the most important factors for his customers to know about his sandals, he also has a knack for the methods in which he relays this information to them: Kai knows how to effectively promote his company and excite consumers year-after-year. The twice All-American triathlon champ, continues to utilize his natural strengths of high-energy and enthusiasm by promoting his sandal company, 24 x 7. Wherever you may find Kai, he's bound to be creating a plentiful Kai-Kai Sandal presence; ensuring consumers enjoy every minute of his job *with* him and that they experience Kai-Kai.

On Monday, July 9<sup>th</sup> 2007, Kai-Kai Sandal became *Pure Comfort* enough for the "stars"... No, we're not referring to *starfish* along his beachfront store in Montauk, NY; nor do we mean the bright *stars* which cast reflections on the midnight sea at Kai-Kai Key West; we mean the **2007 Major League Baseball ALL-STARS!**



SAN FRANCISCO, CA - July 9, 2007: Barry Bonds and his wife [ABOVE] host Barry Bonds and Jay Z's 40/40 All Star Party. (Photo by Tim Mosenfelder/Getty Images).

It turns out that Barry Bonds was keen on throwing a party with Jay-Z and his 40/40 Club in downtown, San Francisco (at the ever-so-chic, Roe restaurant) for the All-Star team. And it goes without saying that their party was *the* party of the night - given all of the high-rollers and players who came to town.



Hey Jeter,  
Do you  
Kai-Kai?

“ Those in attendance: Willie Mays, David Ortiz, Jesse Jackson, rap group: The Ying-Yang Twins, Derek Jeter, Gavin Newsom (the youngest elected Mayor to serve San Francisco in its history), Lisa Guerrero; Scott Harrison, DJ Rashida, DJ Cassidy, Alex Smith, Dave Winfield and wife, Ryan Howard, Mark Sweeney, Monte Irvan, Mike Lowell, Willie Brown, Dusty Baker, Richie Rich, Pudge Rodriguez, San Quentin, Candy Maldonado, B-Legit, Torii Hunter, Blinglets.com, 8<sup>th</sup> Wonder Innovation, LLC and **Kai Costanzo ...**”

SAN FRANCISCO, CA - July 9, 2007: Derek Jeter and Kai Costanzo [LEFT] entering Barry Bonds and Jay Z's 40/40 All Star Party. (Photo by 8<sup>th</sup> Wonder Innovation, LLC)



around his  
& Barry



SAN FRANCISCO, CA - July 9, 2007: David Ortiz [RIGHT] and Jesse Jackson [FAR RIGHT] at Barry Bonds and Jay Z's 40/40 All Star Party. (Photo by Tim Mosenfelder/Getty Images).

Kai typically hosts street fairs during the summer in New York City as part of his marketing routine. He can often be seen running around with a giant sandal on his back. Be it, between flights in the airport, shops in Montauk, NY and Key West or even at Jay-Z Bonds' fiesta (like we caught him in San Fran); Kai does not tread unnoticed, just like his Kai-Kai's!

SAN FRANCISCO, CA - JULY 7, 2007: Kai Costanzo [LEFT] in airport sporting Kai-Kai Sandal backpack and promoting to passersby. (Photo by 8<sup>th</sup> Wonder Innovation, LLC).

Remarkably, if one should now be so bold as to ask Jeter, Bonds or Jay-Z, “Do you Kai-Kai?”, we bet they'll know the sandal from the V.I.P. bags at the All-Star Party! Quite an impressive feat, Kai!...no pun intended. Furthermore, we've learned that Kai gets a kick out of remotely activating his custom talking Kai-Kai Sandal, which he had manufactured to record his voice so it can sing and speak about Kai-Kai Sandals! He uses it to catch folks off-guard and make them laugh as they walk past the device and often, then into his stores. Playing loud dance music while driving in one of his fully-logged Kai-Kai Sandal pickup trucks is also a tactic which Kai is known to profess. At the beach or in the city,



he's always turning heads, simply by bumpn' beats that suggest: “Dance to the Beach and Beyond.” Sure, this method may mimic that of the ice cream man's approach to attract new customers, but trust us, Kai's is even cooler!



KEY WEST, FL: Kai Costanzo [RIGHT] Following Kai-Kai Sandal promotional thong dance video to passersby at Fantasy Fest. (Photo by 8<sup>th</sup> Wonder Innovation, LLC).

Beyond the V.I.P. bags at Barry and Jay's All-Star Party, another clever promo was Mr. Costanzo's filming of The Kai-Kai Sandal thong dance video at Fantasy Fest in Key West! (Found on Kai's Facebook profile and on YouTube). The flick went viral after emphasizing the pun between his thong-styled sandals and thong underwear: “Real men wear thongs!” As Kai dances his near-bare \*&#% off with hot girls, the viewer realizes that this real man knows how to get the word out about Kai-Kai comfort! Though the company prides itself on its stylish, durable sandals, where Pure Comfort can be worn all-year-round; undoubtedly, Kai's creative promotions are now just as popular as his Kai-Kai Sandals! What will Kai do next?? No doubt, we will continue to see many-a-foot goin' V.I.P. with Kai-Kai!