

## **SEIKO Spring Drive is Awarded "Watch of the Year" by TimeZone.com**

In a market where new products are released at a bewildering and ever-increasing rate, it is sometimes hard to recognize the best. This was the challenge that faced the jury, visitors and contributors of Time Zone.com, the leading watch information website, as they selected their Watch of the Year for 2005.



Initially it was a jury of 17 TimeZone.com moderators who drew up their short-list of 9 finalists. On January 3, 2006, this list was presented to the wider community of Time Zone.com's visitors and contributors and their votes were invited throughout the month of January. The short-list reads like a "Who's Who" of quality watch brands and included A. Lange & Sohne, Breguet, Harry Winston, Jaeger-le-Coultre and Patek Phillippe.

On 31st January, when voting closed, the winner was clear. By a margin of over 40%, SEIKO Spring Drive had polled more votes than any of its 8 rivals and was announced as the winner on February 3, 2006. Interestingly, SEIKO Spring Drive not only polled more votes from the TimeZone community, it was also the watch that received the most votes from the jury of moderators, a tribute to the ground-breaking nature of Spring Drive's technology, as the TimeZone moderators are acknowledged experts in the field of luxury watchmaking.

### **The top five watches were:**

1. SEIKO Spring Drive
2. Vacheron Constantin Tour de l'Ile
3. Harry Winston Opus V
4. A. Lange & Söhne Tourbograph
5. Patek Phillippe 5959

In accepting the award, the President and CEO of SEIKO Watch Corporation, Mr Shinji Hattori, said:

"I was very pleased to learn that SEIKO Spring Drive won the Watch of the Year 2005 award, organized by TimeZone.

We have always recognized TimeZone as the most important and prestigious watch site in the world. In fact, we feel the influence of TimeZone directly in our business, as purchasers tell us that they have used the site as an authoritative reference point for prestige watches. We are therefore all the more honored to be awarded the Watch of the Year Award "

The Award Ceremony will take place at Baselworld 2006.

**TimeZone.com**

Founded in 1995, TimeZone is the largest English language community web site for wristwatch collectors, enthusiasts, and people seeking information about fine timepieces. Moderated by a staff of 31 people around the world, TimeZone.com has over 30,000 registered members. In December 2005 TimeZone received 1,085,000 visits from over 325,000 unique IP addresses. The site had 9,250,000 page views and 37,165,000 hits. The TimeZone site averages over 2,100 new posts per day, with 65,490 posts in January 2006.

<http://www.timezone.com>