

Tokyo, March 1, 2006

## **SEIKO announces new partnership with the Honda Racing F1 Team and with Jenson Button**

SEIKO Watch Corporation is pleased to announce the signature of a new partnership agreement with the Honda Racing F1 Team, under which SEIKO will support both the team and its driver, Jenson Button. The agreement covers the 2006 and 2007 season. Under the terms of the agreement, SEIKO becomes the watch partner of the Honda Racing F1 Team, and will benefit from a wide range of marketing rights, including visibility, image usage and licensing.



**Rubens Barrichello, Anthony Davidson, Jenson Button.**

Jenson Button, Rubens Barrichello and Anthony Davidson are ready for the 2006 season, and hope for a strong championship result. SEIKO is the team's watch partner, and Sportura is their selection.



**SEIKO Sportura  
Alarm Chronograph SNA595-1**



**Jenson Button**

The agreement also creates a special partnership between Jenson Button and SEIKO, through which Jenson will endorse SEIKO's watches and will appear as an ambassador for the brand. As the owner of five SEIKO watches already, Jenson is already a fan and his role as spokesman for SEIKO comes naturally from his enthusiasm for the brand.

In return for these marketing rights, SEIKO is supporting the team both financially and with its products, and is already working on new designs that are being created in consultation with the team.

This new agreement builds upon the partnership that was first created for the 2005 season, and which has proven a very successful platform for SEIKO's Sportura watch collection. For 2006, this series will be central to SEIKO's marketing campaigns in major international markets.

Mr. Shinji Hattori, President and CEO of SEIKO Watch Corporation said,

"We are delighted to renew our agreement with the Honda Racing F1 Team. Both parties share a passion for engineering excellence and we look forward to building our partnership through the development of new products as well as through shared marketing programmes. We wish the team and Jenson Button every success in 2006."

The 2006 F1 season comprises 18 races, starting on March 12 in Bahrain.

Honda Racing F1 Team web : <http://www.hondaracingf1.com>