

London, January 16, 2007

SEIKO and the International 49er Class Association announce a new partnership

SEIKO Watch Corporation and the International 49er Class Association today signed a partnership agreement for the years 2007 and 2008, under which SEIKO and the International 49er Class will work towards growing the sport and the base of sailors of this exciting Olympic Class worldwide.

In return, SEIKO will benefit from a full package of sponsorship and marketing rights, including visibility at the two major events in the 2007 calendar, the World Championships in Portugal and the European Championships in Sicily.



This agreement is a "first" for both parties. It is the first time that SEIKO has supported world-class sailing and it is the first sponsorship agreement for the International 49er Class Association.

The agreement will not only generate strong visibility of the SEIKO brand to millions of sailing enthusiasts worldwide but it will also provide a platform for the launch of a new collection of SEIKO marine watches to be launched at Baselworld, the world's largest watch fair, from 12 to 19 April 2007.

Mr. Shinji Hattori, President and CEO of SEIKO Watch Corporation, said "We are thrilled to support the 49er class. It is a fast growing class that is capturing the imagination of sailors all over the world. The 49er boats are fast, exciting to sail and very distinctive and with this new agreement we hope to help the Association make the 49er more popular than ever."

Mr. Marcus Spillane, CEO of the 49er Class Association said "We are delighted to welcome SEIKO as our first ever sponsor. Our Class is growing rapidly and the support of SEIKO, a strong and prestigious brand, will help us bring our sport to a wider audience. We will do all we can to help SEIKO. We plan to use the support from SEIKO to broaden the base of the Class worldwide and introduce new sailors to this exciting sport."

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