

SEIKO renews agreement with International 49er Association

In 2007, SEIKO Watch Corporation became the first ever sponsor of an Olympic sailing class federation when the company entered into a partnership agreement with the International 49er Class Association. The innovative sponsorship provided the perfect platform for the launch of SEIKO's new marine collection, Velatura.



Yachting Timer SPC007

Enthusiastically received at Cascais and Marsala, the new Yachting Timer is now available worldwide.



The partnership proved to be an outstanding success for both the 49er Class and for SEIKO. Through SEIKO's financial support, the Association was able to run a series of master class and training initiatives and the provision of equipment the class has benefited many of the sailors, especially up-and-coming athletes from developing nations. SEIKO has benefited from extensive visibility at high-profile events during the summer, like the ISAF World Championships in Portugal and the 49er European Championships in Italy and over 100 retail partners and journalists attended these events and saw the Velatura collection in action.

Both parties were therefore happy to extend the partnership into the 2008 season and a new contract has now been agreed under which SEIKO will provide to the sport more financial and marketing support. The key events in 2008 will be the 49er World Championships in Melbourne, Australia and the European Championships in Mallorca, Spain, and at each of these regattas, SEIKO will present Velatura Yachting Timer watches to the gold, silver and bronze medallists. This is a critical part of the agreement as SEIKO's future development of the Velatura collection will be shaped by the experience of the world's best exponents of 49er sailing.



SEIKO sails on a 49er

SEIKO will be prominent at the 2008 World and European Championships.

Commenting on the announcement, Takashi Wakuyama, Executive Director and COO of SEIKO Watch Corporation said:

"SEIKO has enjoyed a very successful partnership with the 49er Association over the past 10 months and we are delighted to renew our agreement through June 30, 2009. The competitive 49er racing in 2007 provided us with a perfect backdrop to the launch of our new sailing watch collection and we are delighted with the enthusiastic reception it has received from the sailing community and the wider public.

In 2008 and 2009, we will support the Association with further finance and with material in the hope that this exciting sailing class will continue to grow in global popularity. "

Marcus Spillane, CEO of the International 49er Class said:

"Through our partnership with SEIKO, we have been able to deliver on our growth plans for the Class worldwide. We have taken the knowledge gained from dealing with SEIKO to better understand the requirements of a global brand and what sailing as a sport can offer such a brand. Their generous equipment support has allowed the Class attract more sailors and we are delighted now to be able to continue our relationship and further build on our initial success"