

SEIKO extends investment in Thailand

In 1961, SEIKO was introduced to the Thai market and so began a success story that has lasted about half a century. In partnership with the Muang Thong company, SEIKO has prospered and the relationship has grown into one of the most successful businesses that SEIKO enjoys anywhere in the world.

This success was further enhanced when, in 1991, a joint venture company was established by SEIKO Watch Corporation and Muang Thong. Muang Thong SEIKO Ltd provided the perfect vehicle for further investments in the marketing and distribution of SEIKO in the Thai market, and in the implementation of the brand vision of Innovation and Refinement.

Today, as the strategic importance of Thailand increases, SEIKO Watch Corporation is taking its commitment to the Thai market to a new level with an increase of its shareholding. As of November 2007, SEIKO Watch Corporation will be the majority shareholder in the company, whose name will be changed to SEIKO (Thailand) Co., Ltd.

Commenting on the new agreement, Mr Shinji Hattori, President and CEO of SEIKO Watch Corporation said:

'Thailand has always been and will always be a vital market for SEIKO, and this new investment with our partner signifies another important landmark in the development of SEIKO in Thailand.'

SEIKO (Thailand) Co., Ltd. will continue to operate from the same location in Bangkok and the management team under the MD, Mr Purij Mahadumrongkul remains unchanged.

Company :	SEIKO (Thailand) Co., Ltd.
Location:	Bangkok Thailand
Managing Director:	Mr. Purij Mahadumrongkul
