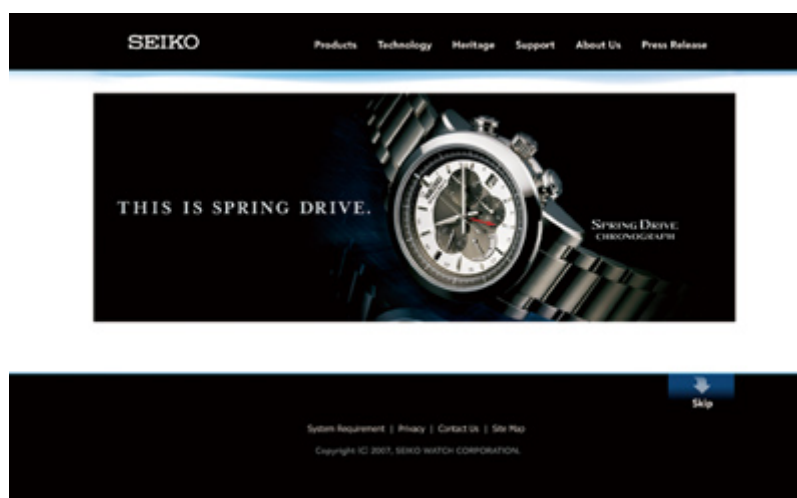


SEIKO's Website Opens a New Window on to the World of SEIKO

For the past several years, SEIKO's global website has witnessed rapid expansion in the number of visits; in 2007 so far the increase over 2006 is more than 30%. This surge in demand is a reflection of the growing importance of the web as a source of 'consideration' information for prospective buyers of SEIKO. To better serve the needs of the site's visitors, the global website has been completely re-engineered and is launched today. New site is enriched with the following

SEIKO brand personality and "Me." campaign

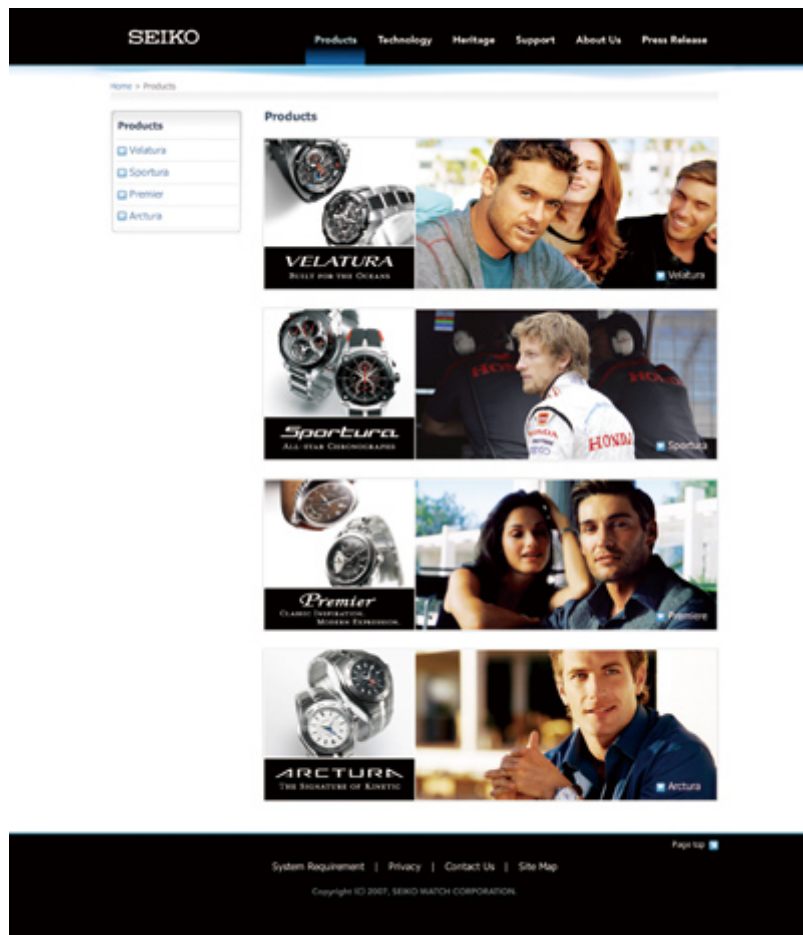
SEIKO's brand personality is expressed in this new site with its panoramic view. The new site also showcases the new "Me." campaign that is launched this Autumn in the Americas, Europe, Australasia and other international markets. We believe visitors will feel the SEIKO's personality from this site.



The home page of the new site presents the new image of SEIKO; refined, innovative and relaxed.

SEIKO International Collections

Product section is greatly improved. The new campaign features the SEIKO International Collections, notably Velatura, Premier and Sportura. The site gives easy access to a gallery of images and information on these important collections.



The product sections of the site are more informative and more user-friendly than ever before. Visitors can really see in close up and experience the quality and beauty of the Elite Collections.

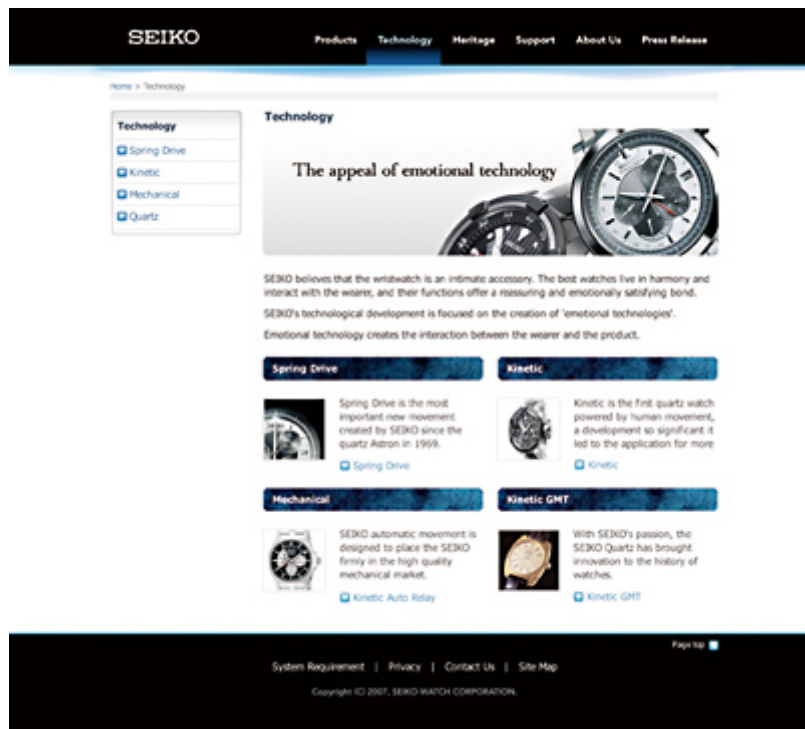
SEIKO's Heritage

The Heritage section is newly added. As an international watch brand, SEIKO has a significant heritage of more than 120 years of history and is the creator of many unique and innovative technologies such as the world's first quartz watch, Kinetic, and Spring Drive. The comprehensive contents are displayed in the Heritage section that is informative, intuitive and interactive.



SEIKO Heritage section shows comprehensive history
Informative, intuitive and interactive

To the public, the new site offers more products, more information about the products, and more background on the company that makes them. To the retail partners of SEIKO, the new site, together with the many national sites that will soon translate the global messages into each country of the world, offers greatly enhanced functionality and the opportunity to access the many services that SEIKO provides to its retail partners.



The new technology section takes the visitor into the heart of the SEIKO brand, its unique and unrivalled technologies including Spring Drive and the many Kinetic calibers.

The new site is simple to use and offers what its past visitors have requested – uncomplicated, straight-talking about the SEIKO company, its products and the technologies.

Welcome to the new home of SEIKO seikowatches.com !