

Thursday 3<sup>rd</sup> April, 2008

## An invitation from the President

Baselworld 2008 is a very special occasion for SEIKO. Today, we launch a new collection that epitomises our brand vision of Innovation & Refinement across all our technologies, Spring Drive, mechanical, Kinetic and quartz. It is a powerful collection with no fewer than 5 new calibers and 50 new designs of all new SEIKO collections. The new Arctura collection is a highlight which will be at the center of our global campaigns and we trust that you will find it worthy of your interest. You will also, I believe, find our latest creations in Spring Drive to be of importance, as this unique SEIKO technology is gaining momentum all the time, and is destined to become an important fixture in the pantheon of luxury watches.

However, this year's Baselworld is especially important to us in another respect, as we have taken this opportunity to present the collection in an entirely new exhibition stand that expresses the essence of SEIKO. Our new stand, *The Cube*, embodies the inner strength of our company, the clarity of our vision for the future, and the profound culture and rich heritage that makes SEIKO unique. It is a bold new creation of which we are proud and provides a spectacular backdrop to our 2008 SEIKO collection.

I would be delighted to welcome the world's media to our stand in the Hall of Dreams to see and experience the new world of SEIKO.



Shinji Hattori, President and CEO,  
SEIKO Watch Corporation.

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