

August 2008
RLS0808-01

SEIKO's 2008 campaign: Arctura, Spring Drive and "Me."

In September, SEIKO Watch Corporation is launching its 2008 campaign on a truly global basis. In outdoor, print, on-line and broadcast media, the campaign will primarily showcase SEIKO's newest star collection, Arctura, but will also feature SEIKO's other Elite collections, Sportura, Premier and Velatura as well as the ground-breaking Spring Drive collection.

The "Me." Campaign

In 2007, SEIKO launched the "Me." campaign. It is based on the insight that, for a majority of people and especially younger men, one's watch is more than a functional accessory; it is an expression of one's personality. No other accessory lives so intimately with its owner as does a watch, and today's discerning watch buyers realize this, and enjoy the challenge of finding the watch that fits most precisely their lifestyle and character. Their watches are part of who they are and of how they wish others to see them. For this reason, one's choice of a watch is a deeply personal decision and one that consumers take ever more seriously. While it remains true that many consumers have a repertoire of watches, it is also true that, in recent years, a 'less is more' attitude to watch ownership has taken root, and the most discerning consumers now prefer to own fewer watches of higher value. Today, a watch is a more special, more individual and more personal choice than ever before. The "Me." idea taps into and expresses this new trend and invites the watch enthusiast to consider SEIKO as a brand that truly understands the inner "Me."

For 2008, the campaign idea is unchanged, but the visualization of the idea is refreshed with new styles and new photography.

The new Arctura

The Aerodynamic design for high-performance

The first Arctura was launched in 1997 as the emblematic design of SEIKO's revolutionary Kinetic technology. Just as the technology used the motion and life energy of the wearer to power itself, so the exterior design of Arctura expressed power, modernity and dynamism of the Kinetic idea. Arctura was Kinetic and Kinetic was Arctura.



Arctura
Ultimate Kinetic Chronograph
SLQ025
Limited edition of 500

Today, Arctura is re-launched with the same Kinetic technology at its heart. Since 1997, the suite of Kinetic movements has been greatly expanded to include chronographs and, new for 2008, Kinetic watches for women. SEIKO Kinetic has become increasingly popular in recent years as consumers seek higher grade movements and 'greener' watches, and the new Arctura will add further momentum to this trend. No less than 5 Kinetic movements are contained in the new collection.



Kinetic Chronograph
SNL045



Kinetic with Retrograde day calendar
SRN011

SEIKO WATCH CORPORATION

International Advertising Dept.

2-1, SHIBAURA 1-CHOME, MINATO-KU, TOKYO 105-8467, JAPAN

Telephone: +81-3-6401-3478 Facsimile: +81-3-6401-3540 <http://www.seikowatches.com>



Kinetic women's
SKA899 SKA897 SKA896

The exterior design of Arctura is also true to its distinguished heritage. It has the same sleek, modern and sculpted lines as its predecessors, but it has a new aerodynamic profile and a new refinement in its detailing. Arctura remains the signature of Kinetic, but is now also the Aerodynamic design for high-performance.

The new Arctura visual



THIS IS SEIKO ARCTURA. THE KINETIC CHRONOGRAPH. MOVE AND IT GENERATES ITS OWN ELECTRICITY. CHRONOGRAPH TO 1/5 SECOND. 10 BAR WATER RESISTANCE. SAPPHIRE CRYSTAL. AERODYNAMIC DESIGN FOR HIGH-LEVEL PERFORMANCE. 15.11 T TOST

New ad visual Arctura Kinetic Chronograph

SEIKO WATCH CORPORATION

International Advertising Dept.

2-1, SHIBAURA 1-CHOME, MINATO-KU, TOKYO 105-8467, JAPAN

Telephone: +81-3-6401-3478 Facsimile: +81-3-6401-3540 <http://www.seikowatches.com>

To express the almost magical power generation of SEIKO Kinetic and to showcase the new aerodynamic design of the new Arctura collection, the new campaign visuals for Arctura show our hero in the dramatic setting of a glider airfield, perched on the coast of the Pacific Ocean. Shot by the internationally renowned photographer Ken Kochev, the photographs were taken near Carmel in California.

Spring Drive

The Quiet Revolution

In 2008, the weight of advertising investment behind SEIKO's revolutionary Spring Drive collection will be greatly increased. Since its launch in 2005, Spring Drive has found great favor with watch collectors and specialists all over the world. Today, as production capacity has been increased, Spring Drive will be presented to a wider public through increased exposure in mainstream, up-scale media, featuring the same "Me." campaign concept. The Spring Drive Chronograph and Moon Phase styles will be featured.



Spring Drive new ad visuals
Chronograph Moon Phase

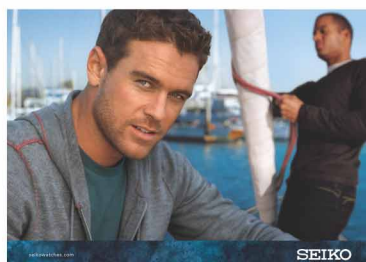
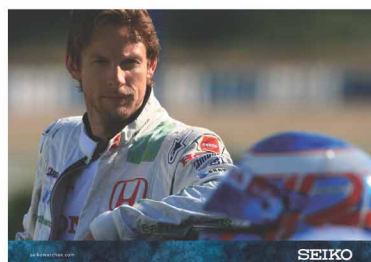
SEIKO WATCH CORPORATION

International Advertising Dept.

2-1, SHIBAURA 1-CHOME, MINATO-KU, TOKYO 105-8467, JAPAN

Telephone: +81-3-6401-3478 Facsimile: +81-3-6401-3540 <http://www.seikowatches.com>

Alongside Arctura and Spring Drive, the Sportura, Velatura and Premier collections will also be showcased in the 2008 SEIKO "Me." campaign and new visuals are now being released featuring the new 2008 designs. In the Sportura advertising, the continuing partnership of SEIKO and the Honda Racing F1 Team is celebrated, with their lead driver, Jenson Button, being the hero of the advertising.



Specifications

THIS IS ZERO SPOORTURA, A HIGH PERFORMANCE CHRONOGRAPH DESIGNED FOR THE HONDA RACING FI TEAM. CARBON FIBER DIAL, STEEL AND ALUMINUM CASE, 10 BAR WATER RESISTANCE, ANTI-GLARE SAPPHIRE CRYSTAL, ASYMMETRIC BUTTONS FOR PRECISE TIMING. THIS IS WHERE THE RACE BEGINS. IS IT YOU?



VELATURA
AUTOMATIC
CHRONOGRAPH

THIS IS MIKO VELATURA, A NEW LUXURY AUTOMATIC CHRONOGRAPH. 45-HOUR POWER RESERVE. VERTICAL CLUTCH SYSTEM AND COLUMN WHEEL FOR OPTIMUM TIMING ACCURACY AND RELIABILITY. A LIMITED EDITION, THERE WHERE THE VOIRAGE BEGINS. BVLGARI.COM

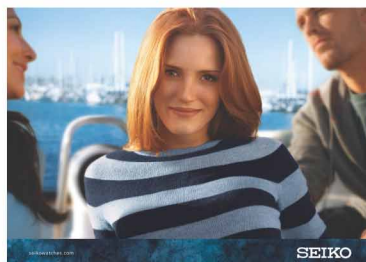


Premier
KINETIC
DRIVE SYSTEM

THIS IS BEKO PREMIER. THE KINETIC DRIVE. MOVE AND IT GENERATES ITS OWN ELECTRIC WITH REAL-TIME POWER RESERVE INDICATOR & RETROGRADE DIAL DISPLAY. 10 BAR WATER RESISTANCE WHERE CLASSIC AND CUTTING EDGE CONVERGE.

BEKO.COM

Premier



Sportura. THIS IS SEIKO SPORTURA, 10 BAR WATER RESISTANCE, 11-DIAMOND DIAL, 12-HOUR CHRONO GRAPH, DIAMOND EDOS BEZEL AND BUTTONS, ANTI-GLARE SAPPHIRE CRISTAL. THIS IS PERFORMANCE BUILT TO THE REALM OF ELEGANCE. IT'S YOURS.



VELATURA THIS IS MIKIO VELATURA. A LUXURY MARINE CHRONOGRAPH WITH 52 DIAMONDS, MOTHER OF PEARL DIAL, ANTI-GLARE SAPPHIRE CRYSTAL, 10 BAR WATER RESISTANCE. THIS IS WHERE THE VOYAGE



Premier THIS IS KING PREMIER, MOTHER OF PEARL DIAL, 30 DIAMONDS, 18 KARAT WATER RESISTANT
 STAINLESS STEEL, 100% GUARANTEE, 100% SATISFACTION, 100% HONESTY, 100% QUALITY, 100% SERVICE.

Premier

The Media details

The new 2008 SEIKO campaign is set to launch in the autumn, with the precise timing and media selection being decided at the national level. The media to be used will all be upscale and suited for the high prestige of the new SEIKO. Alongside traditional print media, SEIKO will make aggressive use of the new media opportunities afforded by the Internet, and, where appropriate, TV and out-of-home media.

For further details, please visit our global site <http://www.seikowatches.com> and <http://www.seikospringdrive.com>. You will also find local contact information on these sites.

SEIKO WATCH CORPORATION

International Advertising Dept.

2-1, SHIBAURA 1-CHOME, MINATO-KU, TOKYO 105-8467, JAPAN

Telephone: +81-3-6401-3478 Facsimile: +81-3-6401-3540 <http://www.seikowatches.com>