

September 2008
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SEIKO leads the industry for the environment

SEIKO and RoHS

SEIKO WATCH CORPORATION is pleased to announce that it has completed its RoHS* program by voluntarily extending compliance with the EU Directive to all mechanical watches and strap-type bracelets, which are not necessarily subject to the Directive. In 2006, SEIKO led the industry in achieving compliance with all its quartz watch production. As of November 2008, this compliance extends to all models, of all movement types, in all brands.

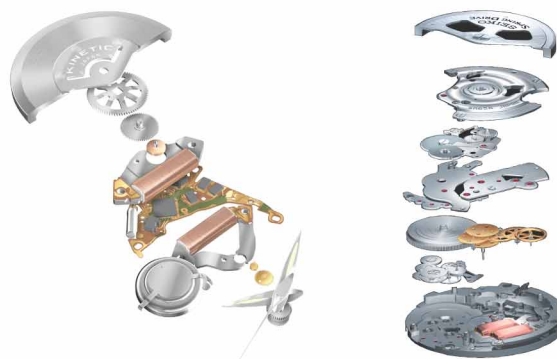
The EU Directive restricts the use of hazardous materials in electrical and electronic equipment, and in particular, requires watchmakers to eliminate the use of 6 environmentally sensitive substances: lead, mercury, cadmium, hexavalent chromium and two flame retardants, PBB and PBDE**. While many watch companies are still not able to comply and were obliged to seek exemptions from the Directive, SEIKO achieved full compliance in its Spring Drive, Kinetic and quartz watches in 2006. While there is no legal requirement to do so, SEIKO has now succeeded in eliminating all hazardous materials from its mechanical watches and all casing and bracelet components. This achievement again highlights SEIKO's determination to ensure environmental protection and to lead the industry towards a more sustainable and cleaner future.

* RoHS: Restriction on Hazardous Substances

** PBB: PolyBrominated Biphenyl, PBDE: PolyBrominated Diphenyl Ether

SEIKO's industry-leading green technologies

SEIKO has always sought to develop cutting-edge "green" watchmaking technologies, and with Spring Drive and Kinetic, both of which are exclusive to SEIKO, has succeeded in fusing together high accuracy timekeeping and low environmental impact. Both derive their energy from the natural power of the wearer's motion.



The "green" technologies of Kinetic and Spring Drive movements

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>

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Environmentally-sensitive manufacturing

SEIKO ensures that every component is made to the highest standards of environmental responsibility. SEIKO's watch manufacturing facilities achieved CFC*** elimination in 1993, and are ISO 14001 accredited and conform to, and exceed, the standards set in the EU, WEEE****, Nickel and battery directives.

*** CFC: ChloroFluoroCarbon

**** WEEE: Waste Electrical and Electronic Equipment

Mercury-free batteries

SEIKO introduced mercury-free batteries in April last year, and in June 2008 installed these environmentally friendly batteries in all SEIKO watches produced after this date. It is the first company to eliminate the use of mercury from watch batteries.



SEIKO Battery 0% Hg

SEIKO and the "earthdreams" initiative by the Honda Racing F1 Team

SEIKO supports the Honda Racing F1 Team because we share the team's values of engineering excellence, commitment to excellence and determination to be the leaders in our respective fields in environmentally responsible activities. It was therefore a natural extension of this partnership for SEIKO to support the "earthdreams" initiative which the team launched at the British Grand Prix in June 2008. The purpose of the initiative is to promote green ideas and policies and to support environmental causes worldwide. To date, 1.2 million dollars has been committed to this initiative by Honda, its partners and the public.

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Scenes from 'earthdreams' experience

SEIKO and the Environment: the story so far

SEIKO Watch Corporation has always been dedicated to minimizing the environmental impact of its activities and products and to improving the global environment:

- Since 1969, SEIKO has reduced the power requirement of its quartz watches by 70%.
- In 1988, SEIKO introduced Kinetic, the only watch in the world to generate electricity by its wearer's movement.
- In 1993, SEIKO led the industry by eliminating CFC from its manufacturing processes.
- In 1999, SEIKO introduced Spring Drive, a "green" technology that delivers accuracy of 1 second a day, but has no battery.
- Since 2000, SEIKO has annually published an "Environmental Report" (currently "CSR Report").
- Since 2001, All SEIKO's watch production facilities have ISO 14001 certification.
- In 2006, SEIKO achieved compliance with the RoHS Directive.
- SEIKO complies with all EU environmental Directives and regulations, including the RoHS, Nickel, Battery and WEEE Directives.
- In June 2008, SEIKO became the first in the industry to produce all quartz watches with mercury-free button batteries installed.
- In November 2008, all SEIKO watches, even mechanicals, and all bracelet parts became RoHS compliant.

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