

March 26, 2009

An invitation from the President

Baselworld 2009 witnesses the launch of a new Elite Collection which will position SEIKO as a true 'manufacture' with an important contribution to make to the prestige watch market.

Ananta is a collection that only SEIKO could create. Its design was inspired by the heritage of SEIKO as the leading craftsmanship watchmaker in Japan, and it is endowed with Spring Drive and high-grade mechanical movements that are unique to SEIKO and are SEIKO's leading 'emotional' technologies. Ananta will be marketed in Japan and worldwide through the most prestigious retail stores from this summer. Furthermore, it will be the focus of a new communication campaign for SEIKO, whose aim is to convey to watch lovers all across the globe the true nature of SEIKO as a 'manufacture' of prestige watches. In every respect, Ananta marks the opening of a new chapter in the history of SEIKO.

Alongside Ananta, visitors to the ADAM award winning SEIKO stand will see a completely new design for our highly successful Sportura collection as well as new creations within the Velatura, Arctura and Premier series.

As is to be expected from the world leader in watchmaking technology, the 2009 collection includes not only new designs, but new calibers. No less than 4 new movements grace the range, with two new mechanical calibers in Ananta, a Kinetic Direct Drive Moon Phase in Premier and a Chronograph Perpetual in both Premier and Sportura.

2009 is also a new departure for the Pulsar, Lorus and Alba brands which, for the first time, have their own dedicated exhibition area at Baselworld. Their presence on the worldwide stage at this year's fair is fitting testimony to the increasing favor that these three brands are finding on the global market, outside their traditional regions of strength.

It is with great pleasure, therefore, that I extend a warm welcome to you at the SEIKO stand in the Hall of Dreams and the Pulsar, Alba and Lorus stand in the Hall of Emotions.

Yours sincerely,



Shinji Hattori, President and CEO

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>