

March 26, 2009

**New materials, new designs and new horizons for Velatura,
SEIKO's marine collection**

The SEIKO Velatura collection is designed to withstand the most severe challenge that a watch can face, racing on the open ocean. From its launch in 2007, Velatura has offered to the professional sailor an ever-growing selection of marine watches, each with the robustness and functionality required for survival in even the harshest conditions. For 2009, five new creations join the collection, each offering the same high level of specification as their illustrious predecessors.



The new screw-down crown ensures 20 bar water resistance.

For 2009, SEIKO's support of the sport of sailing at the very highest level is also expanded. In addition to renewing the agreement with the 49er Association, SEIKO has concluded a new agreement with the 29erXX Association whose new-design skiffs are fast becoming accepted as the most exciting new class for the world's leading women sailors. This new agreement is celebrated in the launch of a new series of Velatura models for women.

49er class
WATCH PARTNER



29erXX class
WATCH PARTNER

SEIKO extends its support of the 49er Class, and begins a partnership with the all-new 29erXX.

**The 2009 Velatura Yachting Timer:
Lighter, tougher and even more resistant to the elements**

The undoubted star of the 2009 Velatura collection is the new Yachting Timer. The new version is even more robust than its 2008 predecessor. The case is made from titanium, covered with a new hard coating. The watch has a new screw-in crown system that ensures water resistance to 20 bar and it features a new combination strap in which leather and ballistic nylon are combined to offer a unique blend of elegance and strength. The dial, too, is new for 2009, with the pre-set start times highlighted in bright yellow and blue for even easier legibility.



The Yachting Timer.
More rugged, easier to read and more durable than ever.
The strap combines leather and ballistic nylon for maximum endurance.

The women's Velatura collection

A new look graces the Velatura women's collection for 2009. This striking design combines functionality and elegance to create an unforgettable design. The 12-hour chronograph caliber sits within a 10 bar water resistant case, and 16 diamonds add sparkle to the mother-of-pearl dial.



The Velatura women's chronograph.
As graceful as it is durable, the choice of the 29erXX Class.

Velatura. The choice of the best racers

In 2007, SEIKO was chosen as the watch partner of the International 49er Association and Velatura has become the watch of choice for the leading exponents of this, the fastest of all Olympic sailing classes. For 2009, SEIKO and the International 49er Association have renewed this agreement and the gold, silver and bronze medallists at the 2009 World and European Championships, in Italy and Croatia respectively, will receive Velatura Yachting Timers in recognition of their achievements.

Because of the success of this association with the world of super-fast skiff sailing, SEIKO has extended its support to the fastest skiff class for women, the 29erXX. This fast-growing class is on the verge of Olympic recognition and is attracting ever-increasing numbers of women to its ranks, right across the world.

Feedback from the 49er Class and 29erXX Class Associations will help to shape future generations of Velatura designs for both men and women.

Specifications:

Yachting Timer

Caliber 7T84

Case: Titanium with black hard coating

Band: Leather and ballistic nylon strap with titanium buckle with hard coating (SPC049)

Glass: Sapphire crystal with anti-reflective coating

Water resistance: 20 bar

Approximate recommended retail price in Europe: Euro 950

Kinetic GMT

Caliber 5M65

Stainless steel case and bracelet with three-fold clasp with push button release (SUN011)

Stainless steel case with black hard coating with leather strap with stainless steel buckle (SUN013)

Glass: Sapphire crystal with anti-reflective coating

Water resistance: 10 bar

Approximate recommended retail price in Europe: Euro 690-750

Women's Chronograph

Caliber 7T92

Case: Stainless steel with mother-of-pearl and 16 diamonds on the dial (SNDZ19)

Stainless steel with 16 diamonds on the dial (SNDZ20)

Band: Stainless steel with three-fold clasp with push button release (SNDZ19)

Leather strap with stainless steel buckle (SNDZ20)

Glass: Sapphire crystal with anti-reflective coating

Water resistance: 10 bar

Approximate recommended retail price in Europe: Euro 590-640