

March 18, 2010

An invitation from the President.

'Always one step ahead of others'. This was the most important idea I learned from my great grandfather, Kintaro Hattori, the founder of the SEIKO company. It was this vision of a forward looking, ambitious enterprise that made SEIKO successful and, over the past 129 years, it has stood the test of time. It is still the basis of our determination to lead the watch industry in the development of new technologies in every area of watchmaking.

Here at Baselworld 2010, we are presenting a new collection that is true to that spirit. Last December, we started a year of celebrations marking the 40th anniversary of the Quartz Astron, the world's first quartz watch. We have now created an entirely new Quartz Astron; a watch that, while true to the heritage of the original, expresses the vision of SEIKO as an industry leader by incorporating several highly innovative new technologies.

Baselworld 2010 is also an important moment for another iconic SEIKO collection, Grand Seiko. For 50 years, Grand Seiko has been the flagship of our company in Japan, epitomizing all that is best in our watchmaking. Today, we are making Grand Seiko available to the world market for the first time and it is our hope that watch lovers all over the world will soon understand what Grand Seiko enthusiasts in Japan have long known, that it is one of the very best constructed watches in the world.

In addition, when you visit our stand, you will find new additions to the Ananta collection which was so well received here at Baselworld last year and you will see exciting new creations embracing all our technologies, Spring Drive, mechanical, Kinetic and quartz, including a new generation digital timepiece using E-Ink technology. SEIKO is moving strongly ahead in every area of the watch-maker's art.

It is with great pleasure that I extend to you an invitation to visit us in the Hall of Dreams at Baselworld 2010.



Shinji Hattori, President & CEO

SEIKO WATCH CORPORATION

Public Relations & Advertising Dept.

8-10, TORANOMON 2-CHOME, MINATO-KU, TOKYO 105-8467, JAPAN

Telephone: +81-3-6739-2151 Facsimile: +81-3-6739-2071 eMail: seiko-pr@seiko-watch.co.jp seikowatches.com