

The new SEIKO Sportura FC Barcelona Chronograph meets its inspiration.

On September 30, 2011, SEIKO presented to the FC Barcelona team the watch that it had inspired, the new Sportura FC Barcelona Chronograph. The first team squad was present to celebrate the team's partnership with SEIKO and to receive their individual watches. The event was held at the "Ciutat Esportiva Joan Gamper" in the presence of the team manager, Josep Guardiola.



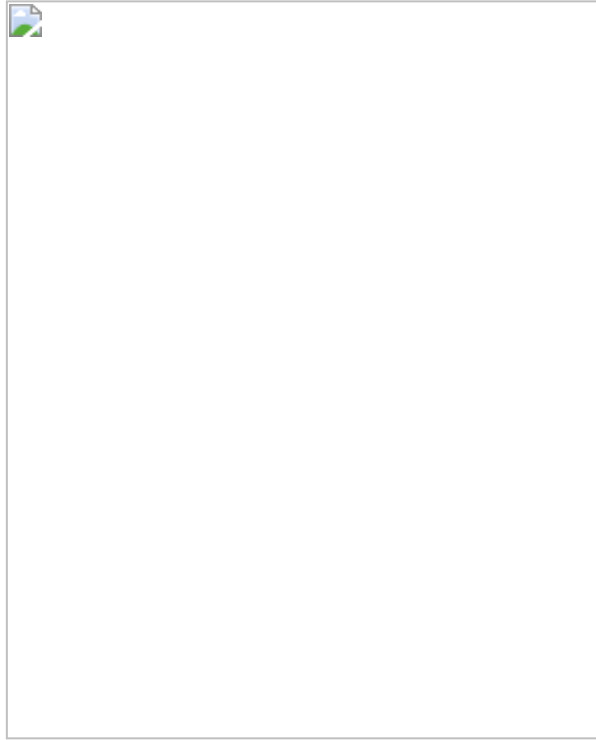
The first SEIKO Sportura FCB Chronographs were presented by Mr. Takahashi, Senior Vice President of SEIKO WATCH CORPORATION, to the team manager and four leading players in yellow shirts; from left to right: Carles Puyol, Xavier Hernandez, Victor Valdes and Andrés Iniesta.

At the watch presentation, the President of FC Barcelona, Sandro Rosell said, "We were very pleased to welcome SEIKO as a sponsor of FC Barcelona earlier this year and we are delighted to see how our partnership is growing in every corner of the world. The new SEIKO FC Barcelona watch is beautiful and the club is proud to wear it."

The new Sportura FC Barcelona Chronograph, The secret is in the detail.

As every sportsman knows, it is the attention to fine detail that makes the difference between a good performance and a great one, and so it is with the creation of a sports watch. Look at the long, curved lugs that wrap round the wrist to deliver a close and comfortable fit. Study the cone-shaped chronograph buttons, whose wide surface area ensures precise operation. See how the chronograph minute hand has a 'pointer' shape to ensure that the correct number is easily read at a glance. Only long experience in the real field of play teaches a watchmaker how to optimize every facet of the design so that a sports watch is truly fit for purpose. The FC Barcelona Sportura Chronograph has all these qualities, plus the discreet FC Barcelona emblem on the dial and case back and the FCB colors in the sub-dials and leather strap.

For further details, please refer to http://www.seikowatches.com/press/2011/aug_rls1108-02.html

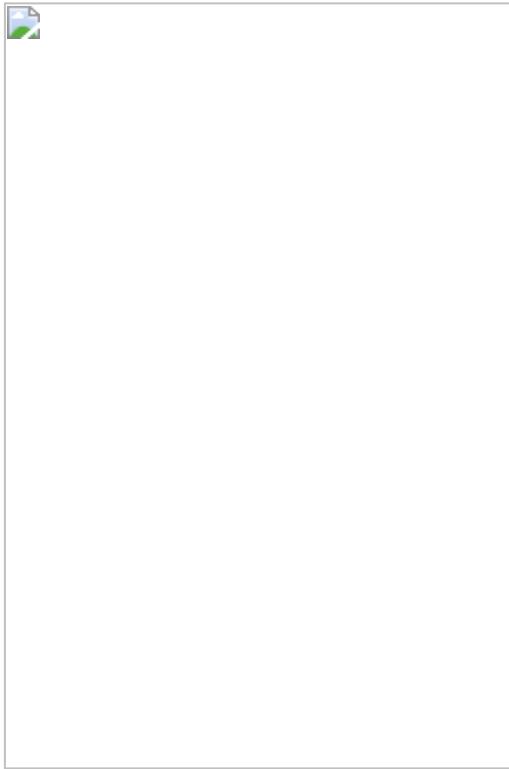


Sportura FC Barcelona Chronograph

A shared dedication to perfection.

Tokyo, 1964. The Olympic Games were about to open and SEIKO was about to face its sternest ever test. For three years, SEIKO's engineers had been designing, building and testing the 1,278 timing devices that were needed to do the job. Just 15 days later, it was all over, the Games were completed and the timing had been flawless. Since that auspicious start, SEIKO has been dedicated to perfection in the world of sport, timing hundreds of events, including the Games of the XXV Olympiad in Barcelona in 1992.

Today, SEIKO and Barcelona are re-united in a new sporting context. The partnership of SEIKO and FC Barcelona is grounded in a shared dedication to perfection. As a true 'manufacturer' with 130 years of history, SEIKO is one of the tiny handful of watch companies with the skill and experience to design and build, in-house, every component of every type of watch. FC Barcelona takes a similarly long-term approach to building its teams, developing many of its finest players through the remarkable youth academy, La Masia. Watchmaking and football are very different universes, but to be truly dedicated to perfection for more than a century is an approach that succeeds for both SEIKO and FC Barcelona.



All 22 players in the first team squad, and their coaches, received the Sportura FCB Chronograph before their regular training session at Barca's state of the art facilities.

The new Sportura. The choice of FC Barcelona.

SEIKO's partnership with FC Barcelona started this spring when SEIKO was appointed as the Club's "Watch Partner" for an initial three year term. The partnership is at the heart of SEIKO's global communication campaign which is now appearing in retail stores and in print, out-of-home, TV and on-line advertising all over the world.

The new FCB watch is one of the fourteen models in SEIKO's all new Sportura collection, a range of watches that includes watches for all sports and that uses both quartz and Kinetic movements. Sportura is SEIKO's leading sports watch collection.