

# TIMEX CELEBRATE 150 YEARS OF DESIGN & INNOVATION

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Timex celebrates 150 years of design and innovation....

.....and the sale of enough watches to supply one sixth of the world's population

(Basel, April 15, 2004) – Timex, the sole independent watch manufacturer in the United States has come to Switzerland to celebrate its 150th Birthday. In the mid 1850s, Waterbury Clock, a corporate ancestor of the Timex Corporation, transformed Connecticut's Naugatuck Valley into the "Switzerland of America". At Baselworld 2004 Timex will be paying tribute to 150 years of design and innovation, the sale of over one billion watches - and offering a sneak preview of technology set to shape 21st century timekeeping.

The latest chapter in a history of firsts

Timex innovations to mark the 150th anniversary include a new Perpetual Calendar timepiece, the Indiglo Chrono Alarm and the Reef Gear divers' watch. The tradition for exploring new directions and creating superlatives established itself at the beginning of the 20th century when the "Yankee", the first pocket watch to cost US \$ 1, became the world's biggest seller with forty million units sold. This paved the way for a lasting commitment to making innovative technology and design widely accessible. In 1917 a wristwatch version of "Yankee" set a post-war civilian trend for timekeeping on the wrist.

More recent examples of the proven Timex technological leadership are the "Ironman Triathlon" watch, the benchmark of precision athletic timekeeping and the world's best-selling sports watch, plus the Indiglo illumination technology introduced in the 1990s. Today Timex leads the field in lifestyle- driven timekeeping. Current products include DataLink, the world's first computer-compatible personal-organizer watch, the Timex Speed+Distance Global Positioning Satellite (GPS) timepiece and a range of watches for use in sports with the Bodylink System to measure performance.

From Mickey Mouse to impulse buying

In the 1930s an exclusive license was established with Disney to produce Mickey Mouse timepieces that became popular with children and adults alike. The 1960s saw the launch of a watch brand dedicated to females with a revolutionary new sales strategy that positioned the watch as an emotional impulse item. Timex has continued to lead the field in forward –thinking concepts, supported by cutting-edge technological developments. Today the Timex Speedpass watch with Exxon Mobil Speedpass technology enables wearers to purchase goods with the flick of the wrist. "Reaching this milestone anniversary gives us an opportunity to reflect on this company's many important contributions to the art of keeping time," notes Timex President and CEO, Joe Santana. "The spirit of innovation that sustains Timex also provides a solid platform for our continued commitment to design excellence and advanced technology."

## Timex today

Headquartered in Middlebury, Connecticut, Timex is a privately owned company with manufacturing plants and company offices in North America, South America, Europe and Asia. Timex Products are distributed in over 50,000 retail locations in the U.S. and in more than 80 countries globally. The Timex product range encompasses around 1,200 styles geared to satisfy the needs and desires of all age groups. It is also America's largest selling watch brand. To date more than one billion Timex timepieces have been sold worldwide – enough watches to supply one sixth of the world's population! For more detail on the company and its products visit [www.timex.com](http://www.timex.com)

Visit Timex at Baselworld 2004 Stand B41, Hall 1.1.

Meet CEO, Joe Santana at the Timex Media Day on Thursday, April 15. Between 10am and 5pm

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