

For Immediate Release

Casio Continues Official Partnership with Red Bull Racing Formula One Team



Photo 1: Sebastian Vettel (left) and Mark Webber (right)

TOKYO, January 31, 2012 — Casio Computer Co., Ltd., announced today that it has renewed its contract with Red Bull Racing to continue serving as a Red Bull Racing Team Partner for the 2012 and 2013 seasons. Last year once again, Red Bull Racing took the Formula One™ World Championship, the pinnacle of motor racing. While supporting the Red Bull Racing team even more fervently than it did last year, Casio will make the most of this relationship to strengthen the brand image of its EDIFICE full-metal watches for men, which evoke a sense of velocity and motor-sports energy.

Red Bull Racing has been competing in Formula One™ Championship races since 2005. In the last two seasons the team captured double titles, winning both the Formula One Constructors' Championship and the Formula One Drivers' Championship. Red Bull Racing has demonstrated first-class ability and results.

Under the concept of "Speed and Intelligence," the EDIFICE line of analog metal watches evokes a sense of velocity and motor-sports energy with the movement of the hands and distinctive watchface. Using the electronics technology that Casio has developed over many years, the lineup features a full range of measurement functions and distinctive face designs. EDIFICE watches, including the EQW-A1000DB released last year, are



Photo 2: EDIFICE
EQW-A1000DB

becoming popular with men that prefer a sporty look.

Red Bull Racing not only has a youthful image and energy, but also pursues an intelligent strategy while striving to leverage outstanding technology development capabilities to make its race cars the fastest in the world. Casio believes that these qualities are a perfect match for the EDIFICE brand concept, and has been an official partner of Red Bull Racing since 2009.

EDIFICE has been designated as the Official Watch Partner for the 2012 and 2013 seasons, and the Casio logo will continue to appear on racing suits worn by Vettel and Webber, as well as on the team wear. The logo will be increased on the nose sections of the RB8 team's race cars. In addition to using team images in EDIFICE advertising, Casio plans to work again with Red Bull Racing to release special collaborative watch models. These global marketing activities are expected to further enhance the EDIFICE brand image.

Hiroshi Nakamura, Senior Managing Director and Senior General Manager of the Global Marketing Headquarters, Casio Computer Co. Ltd., had this to say about the recent contract renewal: "Over the last three years of our partnership with Red Bull Racing, our relationship has grown stronger and closer. The team is hugely popular around the world after winning the Drivers' and Constructors' Championships for two consecutive years. As a result, our partnership with Red Bull Racing has been extremely effective in the global promotion of EDIFICE watches."

Red Bull Racing's Team Principal, Christian Horner, also commented on the contract renewal: "It's encouraging that we're able to keep building and extending our relationships with long-term Partners, such as Casio. Formula One is focused on speed and accuracy, which is captured and reflected in the Casio EDIFICE watches worn by the drivers and the team. We very much look forward to working with them throughout the new season and beyond."



Photo 3: Red Bull Racing team



Photo 4: Christian Horner

Further information at www.edifice-watches.eu and www.casio-europe.com and about the company at <http://www.casio-europe.com/euro/corporate/casioeurope/>.