

For Immediate Release

Casio Renews Official Partnership with Infiniti Red Bull Racing F1™ Team



Daniel Ricciardo Sebastian Vettel

TOKYO, January 24, 2014 — Casio Computer Co., Ltd., announced today that it has renewed its contract with Infiniti Red Bull Racing, the 2013 Formula One™ World Champion team, and will be an Infiniti Red Bull Racing Team Partner for the 2014 and 2015 seasons. Specifically, the team is sponsored by EDIFICE, Casio's brand of analog metal watches for men.

Infiniti Red Bull Racing not only has a youthful, energetic image, 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 partner of the Team since 2009.

EDIFICE has been designated as the official team watch for the 2014 and 2015 seasons, and the Casio logo will continue to appear on racing suits worn by the team's two drivers, as well as on the mechanics' uniforms. The logo will also remain on the nose of the team's race cars.

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: "Our partnership with Infiniti Red Bull Racing, the World Champion four years running, has been very effective for worldwide promotion of the EDIFICE brand."

Infiniti Red Bull Racing's Team Principal, Christian Horner, also commented on the partnership renewal: "We are delighted to announce the continuation of our relationship with Casio, who are one of our longest-standing partners, having first joined us in 2009. Since then we have built up a close alliance, which is due to our mutual understanding of the exacting nature of the environments we operate in. Accuracy, attention to detail and reliability are core values of Formula

One, Infiniti Red Bull Racing and Casio. We're very pleased that this partnership will continue until at least 2015."

In addition to using team images in EDIFICE advertising, Casio plans to work with Infiniti Red Bull Racing to release special collaborative watch models. These global marketing activities are expected to further enhance the EDIFICE brand image.

Infiniti Red Bull Racing

Infiniti Red Bull Racing has been competing in Formula One™ Championship races since 2005. By winning the World Championship for the last four years, Infiniti Red Bull Racing has demonstrated first-class ability and results. Now with the signing of Daniel Ricciardo as a new driver, the team is poised for further growth.

EDIFICE

Under the concept of "Speed and Intelligence," the EDIFICE line of analog metal watches evokes a sense of velocity with the movement of the hands and distinctive watchface. Using Casio's own electronics technology, the lineup features a full range of measurement functions and distinctive face designs. EDIFICE watches, including the EQW-A1200 released last year, have become popular with men that prefer a sporty look.



Christian Horner



EQW-A1200DB