



PRESS INFORMATION

Ke\$ha is the new brand ambassador for Casio Baby-G **The “Tik Tok” singer completes her unique style with Baby-G**

Tokyo/Norderstedt, October 2010 - As of October 2010, the American pop diva Ke\$ha is ambassador for the Baby-G watch brand. Casio Computer Co., Ltd. has now announced their cooperation with the internationally successful artist signed to the label RCA Records/ Kemosabe Entertainment. The background definitely fits: both Ke\$ha and Baby-G are extremely popular with young women and, at the same time, stand for extraordinary style.

“I think the Baby-G brand is amazing it's stylish, innovative, durable and affordable. The bright colors and metallic finishes really compliment my moods and personality”, explains Ke\$ha, primarily known for her hit singles “Tik Tok” and “Your Love is my Drug”. “I’m really happy to be the new brand ambassador of Baby-G!”

The singer could already be found in front of the camera at the beginning of the year within the framework of a photo shoot for the new Baby-G autumn/winter collection. She then caused quite a sensation in August with her glamorous performance at the G-SHOCK “Shock the World” party in New York.

- About the brand -

The Baby-G women’s watches were developed as a counterpart to the successful men’s G-SHOCK watch brand. The watches give every outfit a colourful highlight as well as that “certain something”.

With Ke\$ha, the list of Casio’s brand ambassadors has been enhanced by another prominent top act. Other well-known names can be found here, such as the successful Formula 1 drivers Sebastian Vettel and Mark Webber for EDIFICE or the ambitious mountain climber Edurne Pasaban for PRO TREK.

Further information at www.baby-g.eu or www.casio-europe.com.



About CASIO Computer Co., Ltd.

CASIO Computer Co., Ltd. is one of the world's leading manufacturers of consumer electronics products and business equipment solutions. Since its establishment in 1957, CASIO has strived to realise its corporate creed of "creativity and contribution" through the introduction of innovative and imaginative products. Today, CASIO's offerings include timepieces, digital cameras, mobile phones, electronic dictionaries, calculators, musical instruments, system equipment, and electronic components such as LCDs. The CASIO Group employs more than 12,000 people worldwide, shipping over 100 million products per year, with net sales of 518 billion yen (approx. US \$ 5.4 billion) in the fiscal year ended March 2009. News and product information from CASIO are available at <http://world.casio.com>