



PRESS INFORMATION

Added extra glamour

The Baby-G BG-1005M highlights any outfit

Norderstedt, February 2011 – Casio introduces the BG-1005M-7ER, a chic accessory for young women and their summer outfits. With its feminine, sparkling appearance, this new, white Baby-G is ideal for both nightlife and everyday wear. That's why it's also perfect for the successful American songwriter and singer Ke\$ha, the face for the Baby-G watch brand since October 2010. As avowed Baby-G fan, Ke\$ha caused quite a sensation with her glamorous performance at the G-SHOCK "Shock the World" party in New York last year, where, in addition to her provocative outfit, she wore matching lipstick to go with her turquoise Baby-G.

Fashioned in gleaming white, the BG-1005M-7ER has a light-hearted, summery look with its inscription set in pink. Its matching fresh pink colour also makes the display very attractive, while an extra touch of glamour is added by the integrated, glistening surface. This latest Baby-G's sparkling appearance is made complete with the high-grade finish on the casing and wristband.

The technical features also ensure the wearer has everything she could ever need – water-resistant up to 10 bar, stopwatch with 1/100 second precision as well as a world time function, an LED-light, a countdown timer and five alarms.

Available in white, purple, red or blue, the BG-1005M always cuts a striking figure, whether you are out shopping, at a candle light dinner or clubbing the night away.



The model features the following functions

- ILLUMINATOR
- SHOCK RESISTANT
- WORLD TIME
- 1/100 SEC. STOPWATCH
- COUNTDOWN TIMER
- 5 DAY ALARMS
- SNOOZE FUNCTION
- TOUCH TONES FOR ON/OFF
- AUTOMATIC CALENDAR
- 12/24-HOUR DISPLAY
- MINERAL GLASS
- RESIN CASING AND WRISTBAND
- WATER RESISTANT UP TO 10 BAR

The BG-1005M-7ER is available from February 2011.

Further information also available at www.baby-g.eu and 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, 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 427 billion yen (approx. US \$ 4.6 billion) in the fiscal year ended March 2010. News and product information from CASIO are available at <http://world.casio.com>