



PRESS INFORMATION

Casio launches Europe-wide search for face of Baby-G

Ke\$ha and Baby-G: enter the "Style like Ke\$ha" contest now

Norderstedt, February 2011 - Eye-catching colours are very trendy again for spring 2011, whether you are at college or work, out shopping or clubbing the night away. Casio's new, stylish Baby-G watches will become the real highlights of any outfit. Ke\$ha, the excentric American singer and celebrity face for the watch brand since autumn 2010, shares such an opinion: "I think Baby-G is just fantastic - stylish, innovative, durable and affordable." As avowed Baby-G fan, Ke\$ha caused quite a sensation with her glamorous performance at the "Shock the World" party in New York last year, where she wore matching lipstick to go with her provocative outfit and her turquoise Baby-G.

Casio is now offering all Baby-G fans across Europe the chance to become a face for Baby-G in its next campaign, just like Ke\$ha is now. The "Style like Ke\$ha" campaign will run from April until the end of June 2011. The competition is open to young women between the ages of 18 and 29 who love being in front of a camera and who identify with Baby-G. Any girl who wishes to enter should imitate the extraordinary American singer's style and then upload a photo of her own Ke\$ha look at www.baby-g.eu. The photo should show the participant's hands, face and, ideally, a Baby-G. The winner can look forward to a professional photo shoot in Hamburg and receiving her own model comp card. The winner's photographs will be part of the next Europe-wide Baby-G campaign.

Entries can be submitted at www.baby-g.eu between April 1 and June 30, 2011. Once all photos are uploaded, website users will then be asked to choose the finalists from among the entered images in several rounds of voting. In early July, an expert jury will then select the winner of the 2011 "Style like Ke\$ha" contest from among these finalists.

As from April, the competition will also be promoted through brochures, and small and life-size Ke\$ha display stands in retail outlets to ensure that all the musician's fans are fully aware of the competition. More details will be available shortly on the Baby-G website. It's worth taking part even if you don't win the main prize, as all participants in the contest and



the voting rounds also stand the chance of winning a high-calibre Casio product, such as a watch or camera.

"We are looking forward to offering the watch retailers a target group-specific campaign which will attract a great deal of attention. The trend-setting singer Ke\$ha appeals to young women just like our fashionable Baby-G watches do," explains Kai-Christian Helms, Marketing Manager for Watches at Casio Europe.

Further information soon also available at 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>