

For Immediate Release

Casio Releases Red Bull Racing Limited Edition Watch

Special Model in the EDIFICE, the F1 Race Car of Metal Watches



EF-565RB

Tokyo, July 2011 – Casio Computer Co., Ltd. announced the release of the EF-565RB, the latest in the EDIFICE line of metal watches that celebrate Casio's partnership with the Red Bull Racing Formula One team, on July 1, 2011.

Capturing the essence of speed and intelligence, EDIFICE metal watches evoke a sense of velocity and motor sports energy with the movement of the hands, their rich stopwatch functions and their distinctive face designs. Recognizing that Red Bull Racing's youthful dynamism, outstanding technology development capabilities, and intelligent racing strategies are a perfect match to the EDIFICE brand concept, Casio has been an official partner of Red Bull Racing since 2009. Red Bull Racing won both the Formula One Constructors' Championship and Formula One Drivers' Championship in 2010 and this year, after six races, the team is once again proving its formidable strength.

The blue and red Red Bull Racing team colors feature prominently in the design of the EF-565RBJ. The blue 24-hour disk-shaped indicator at the 9 o'clock position contrasts handsomely with the red indicators circling the watchface and the red tip on the second hand. The watchface and bezel in carbon fiber highlight the lightweight, yet strong, carbon used to build the Formula One race car body. The mechanical sensibility of the isometric, multilayered watchface and the speedometer-evoking design of the small hand in the 6 o'clock position go a step further in reflecting the fearlessness and vitality of a Formula One race car. With the team logo on the watchface itself, the EF-565RBJ is truly a special model with the premium feel worthy of the Casio-Red Bull Racing Team partnership.

The EF-565RBJ special package comes with a watch display stand featuring a photograph stand of the Red Bull Racing Team Formula One race car, the RB7.

EF-565RB

Water Resistance	10 Bar
Stopwatch	1/100-second stopwatch, Measuring capacity: 59'59.99"
Other Functions	Date display; 24-hour hand
Accuracy at Normal Temperature	± 20 seconds per month
Battery Life	Approx. 2 years on SR927W
Size of Case	49.0 x 45.5 x 13.1mm
Total Weight	Approx. 177g



Special Package

The EF-565RB is available as of July.

Further information at www.casio-europe.com and www.edifice-watches.eu.

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>