



PRESS INFORMATION

Limited edition watches from Baby-G and Ke\$ha

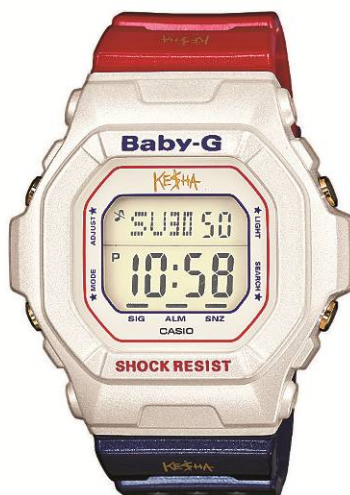
Casio presents special collection in Ke\$ha style

Norderstedt, September 2011 – Global pop superstar and Baby-G brand Ambassador Ke\$ha presented two limited edition Baby-G models at a press conference in San Francisco in September 2011: the BGA-200KS-1EER and the BG-5600KS-7ER. These two watches were developed in close cooperation with Ke\$ha and highlight her signature aesthetic - both the animal print design and the Red, White and Blue design reflect her unique style. Both designs also feature Ke\$ha's name with her signature \$ sign on the watch face. Referring to the design inspiration of the BGA-200KS-1EER, the singer explained that she supports the protection of wild animals as an international ambassador acting for the Humane Society International.

Ke\$ha has been an ambassador for the watch brand Baby-G since October 2010. Both she and Baby-G are extremely popular with young women while also being synonymous with exceptional style, making it a dream partnership with limitless possibilities.



BGA-200KS-1EER
with animal print
design



BG-5600KS-7ER in
the US national
colours



Baby-G brand ambassador
Ke\$ha presents the watch
collection that she designed



The watches feature the following functions:

- LED light
- Shock-resistant
- World time function
- Stopwatch function -1/100 sec. -1 hour.
- Timer-1/1 min. - 24 hours.
- Daily alarm
- Touch tones for on/off
- Automatic calendar
- 12/24-hour clock formats
- Resin case
- Resin wristband
- Water-resistant up to 10 Bar

BGA-200KS-1EER only

- Neo display
- 2 years' single battery operation

BG-5600KS-7ER only

- Mineral glass
- 3 years' single battery operation

Further information also available at www.baby-g.eu and www.casio-europe.com and about the company at <http://www.casio-europe.com/euro/corporate/casioeurope/>.

About Ke\$ha:

Declared Billboard's Hot 100 Artist of 2010 and with her song "TiK ToK" being the most played song of 2010 as well as the biggest-selling digital track in the world, Ke\$ha's world domination has continued in 2011. She has had 6 consecutive Top 10 hits, her smash debut single "TiK ToK" was named Billboard's #1 Hot 100 Song for 2010. Ke\$ha has had three #1 songs ("TiK ToK", "Your Love Is My Drug" and "We R Who We R"). Her debut album Animal has already been certified platinum and sold over 2 million units worldwide. She took home the MTV EMA for Best New Act in November and she was nominated for two American Music Awards, 3 MTV VMA Awards and 6 Billboard Awards. She has sold over 18 million combined tracks and ringtones in the U.S alone and 23 million worldwide to date. Her smash break through single "TiK ToK" has sold over 8.5 million combined units alone. The IFPI announced that "TiK ToK" is biggest-selling digital track in the world in 2010 with 12.8 million copies of the song sold in digital stores. Ke\$ha is an international powerhouse, Animal has been certified Gold or Platinum or multi-Platinum in seven markets and was the biggest selling debut album from an international female in 2010 in the UK. Ke\$ha was also just named the first Globale Ambassador for the Humane Society International.

www.keshaparty.com