

PRESS INFORMATION

The new BGA-132-7BER from Casio Baby-G - an optimum watch for fashionable woman



Photo 1: Black & white - the maritime-themed BGA-132-7BER



Photo 2: The BGA-132 lights up in mystical blue thanks to its neon illuminator

Norderstedt, January 2012 – With the Baby-G BGA-132-7BER, Casio introduces a new watch with a stylish and timeless character. Fashioned mainly in elegant white, the Baby-G model draws attention by a trendy design due to its colour and analogue watch face. Another trend-setting feature on the BGA-132-BER is the neon illuminator. At the press of a button, the dial emits a mysterious, blue light.

With its maritime-themed exterior, the BGA-132-7BER fully takes its cue from the holiday experience. Thanks to its neon illuminator, the two hands stand out against the blue background in a vivid, fluorescent pink light. The special nature of this high performing model is clearly strengthened by the shockproof casing and its water resistance. With its consciously pared-down aesthetics, the BGA-132-7BER relies on a classic, yet contemporary black and white colour combination. The black numerals and hands offer a contrast to the white background. With a world time function, alarm and yacht timer, this maritime model with its surprising, mystical effect makes the perfect summer companion for a holiday – on the sands, an urban beach club party or a sailing trip on the Mediterranean.

The unusual Baby-G models enthrall not only bathing beauties, but also trendsetters such as the outlandish US songstress Ke\$ha. The current face of the Baby-G brand, Ke\$ha embellishes her look with stylish watch models. There are now even two limited-edition Baby-G models designed by the singer herself!

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