



PRESS RELEASE

WEBBER LAUNCHES LATEST EDIFICE RED BULL RACING EDITION WATCH IN MONACO

Monaco, 23 May 2012: Casio today announced the forthcoming release of the EDIFICE EFR-520RB - the latest in the range of Limited Edition EDIFICE watches built in partnership with Red Bull Racing - with a Monaco-based launch featuring Mark Webber ahead of this weekend's prestigious Grand Prix.

Webber, driver of the Red Bull Racing RB8 Formula One car alongside Sebastian Vettel, was on hand for a journalist Question and Answer session and photo-shoot held upon official Red Bull VanDutch boats in the middle of Monaco Harbour. The event concluded back on dry land with a more formal press conference at the Red Bull Energy Station, during which Mark was presented with the first of the new EDIFICE model by Casio Europe's Marketing Manager, Kai-Christian Helms.

Casio has supported Red Bull Racing - the double Formula One Constructors' and Drivers' Champions in both 2010 and 2011 - as an official partner since 2009, recognising that the youthful image and energy of the team, as well as its outstanding technology development capabilities, is a perfect match for EDIFICE's "speed and intelligence" brand concept. The EDIFICE line of analogue metal watches evokes Formula 1's sense of velocity and energy through their design and distinctive watch faces.

The EFR-520RB, which will be available to buy in September 2012, features a 3D Disk Chronograph, Ion plated bezel and a 1/20-second disk-shaped indicator, situated at the 12 o'clock position, which rotates at high speed during stopwatch mode to ensure precise time measurement.

Conveying Red Bull Racing's image through the use of its trademark colours, the watch incorporates blue highlights on the dial and the lower layer of the bezel, together with a red second hand and red dial marks. The team logo is prominently displayed on the upper half of the dial.

A one-of-a-kind collector's item, the EFR-520RB comes in a collector's box with stands for displaying the watch, together with photographs of the drivers as well as the RB8 racecar.

Speaking at the launch, **Kai-Christian Helms** commented: "The development of the new Casio EDIFICE Red Bull Racing watch is a continuation of the great working relationship that has been forged between Red Bull Racing and Casio since 2009, and which was strengthened by the contract renewal earlier this year.

“Red Bull Racing’s continual stand-out performances within the world of Formula 1 have provided us with the ideal inspiration for this time-piece, which we believe perfectly reflects the team’s energy and excellence.”

Mark Webber said: “I’ve always liked the EDIFICE watches – their functionality is useful when I’m cycling and travelling overseas to Formula One events. This latest Red Bull Racing edition looks the business and I will be wearing it during the forthcoming season.”

Christian Horner added his own comment after the event: “I think that the watch strikes a nice balance between form and function – it looks smart and incorporates the Red Bull Racing brand as well reflecting our commitment to on-track speed and accuracy.”

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For more information, please contact Luke Drake or Tom Tremayne at CasioEdifice@prismteam.com

About Casio

CASIO is one of the leading manufacturers of electronic consumable goods worldwide. Since it was founded in 1946, the company has dedicated itself to faithfully developing products that stand out from the crowd thanks to the latest technology and innovative design, in line with its guiding philosophy of "creativity and contribution".

Today, the global CASIO spectrum of products ranges from watches, digital cameras, mobile phones, electronic dictionaries, computers, music instruments, projectors, cash point systems, mobile terminals through to electronic components such as LC Displays.

About EDIFICE

With shared values of “Speed and Intelligence”, EDIFICE and Red Bull Racing are a perfect match and Casio has been an official partner of the Red Bull Racing team since 2009. Under the concept of “Speed and Intelligence,” the EDIFICE line of analogue metal watches evokes a sense of velocity and motor-sports energy with the movement of the hands and distinctive watch face. Casio has renewed their partnership with Red Bull Racing until the end of 2013.