

For immediate release

Time to shine - Casio at BASELWORLD 2013

SHEEN launch event with special guest Elisabetta Canalis



Image 1: New Casio booth at BASELWORLD 2013



Image 2: Harald Schröder (General Division Manager Marketing, Casio Europe GmbH) with Elisabetta Canalis

Norderstedt, May 2013 – The 41st World Watch and Jewellery Show, BASELWORLD 2013, came to a close for Casio on Thursday. Under this year's motto of "Moving Time Forward – The Sensor Chronograph", the watch manufacturer presented itself with exciting new watches and a booth from 25th April to 2nd May.

True to the brand motto "Make every moment shine", the new women's watch collection SHEEN made a sparkling appearance at BASELWORLD. Casio presented the highlights of the premium watch brand with the models from the SHE-3504 series. The youngest member of the brand family captivated its audience with a mix of exquisite materials, precise analogue time measurement, high-quality workmanship as well as stylish and modern designs. Model, actress and TV moderator Elisabetta Canalis could be brought on board as testimonial. With Elisabetta Canalis, Casio is expanding its exclusive circle of brand ambassadors, which already includes the Infiniti Red Bull Racing Team and its drivers Sebastian Vettel and Mark Webber. The Italian presented the new premium collection SHEEN to the public during the press conference at the Casio booth and talked about her cooperation with Casio: "Sheen is a very elegant and beautiful line for women and I am thrilled to be the face for the brand all over Europe – and especially in my home country, Italy."

The exhibition was also geared towards the 30-year G-SHOCK anniversary: An oversized G-SHOCK statue made from solid metal on the outside of the booth recalled the most successful G-SHOCK model worldwide, DW-6900. For the anniversary, Casio presented the G-SHOCK DW-6930BS – a limited special model that will be delivered with an anniversary coin and an engraving of the G-SHOCK logo to

celebrate its 30th birthday.

Very much in keeping with this year's exhibition motto of "Moving Time Forward – The Sensor Chronograph", Casio presented further exciting watch innovations: the GW-A1100 from the G-SHOCK Gravity Defier series, the EQW-A1200 from the EDIFICE line as well as the PRW-3000 from the PRO TREK collection. The timepieces use a sensor technology developed by Casio in combination with a special drive system in which the hands are moved independently of one another by several motors.

Further information at <http://www.casio-europe.com>.

Information about the company at <http://www.casio-europe.com/euro/corporate/casioeurope/>.