



TIMEX[®]
since 1854

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For Timex, time began in the United States in 1854 with the creation of the Waterbury Watch Company. Over the many years that followed, through wartime and peacetime, Timex watches have kept more than time: They've kept a promise of undaunted innovation.

TIMEX HISTORY Since 1854

1854

Over 150 years of clock and watch making history established as Waterbury Clock Company in north eastern USA



1914

Company began producing wrist watches for 'soldiers, farmers and women without pockets'



1932

First Disney licensing deal with over one million Mickey Mouse watches sold



1940

Bought by Fred Olsen Company to supply time fuses for the allies in World War II



1949

Timex brand name established to introduce concept of affordable, durable mechanical watches for the mass market

1960

Became America's leading watch brand with universal awareness of the 'It takes a licking and keeps on ticking' TV campaigns using live advertising



1992

Indiglo® night-light launched in USA

1996

Voted by Fairchild as the second best known and most loved brand - ahead of brand powerhouses including Calvin Klein, Levi's and Nike



1998

Timex introduce all day Indiglo® display



2000

Timex introduces products at the 2000 Basel world watch fair featuring crown set digitals and QA alarm watches. New Heart Rate Monitor fitness system using digital FM transmission

2001

Voted by Fairchild as the number 1 brand name and most loved brand in the USA



2002

Timex introduces chronographs with Indiglo® night-light and Ironman* Speed & Distance system using GPS technology at Basel world watch fair

2004

Timex's proprietary Perpetual Calendar with Indiglo® night-light launches, high-end functionality at an affordable price



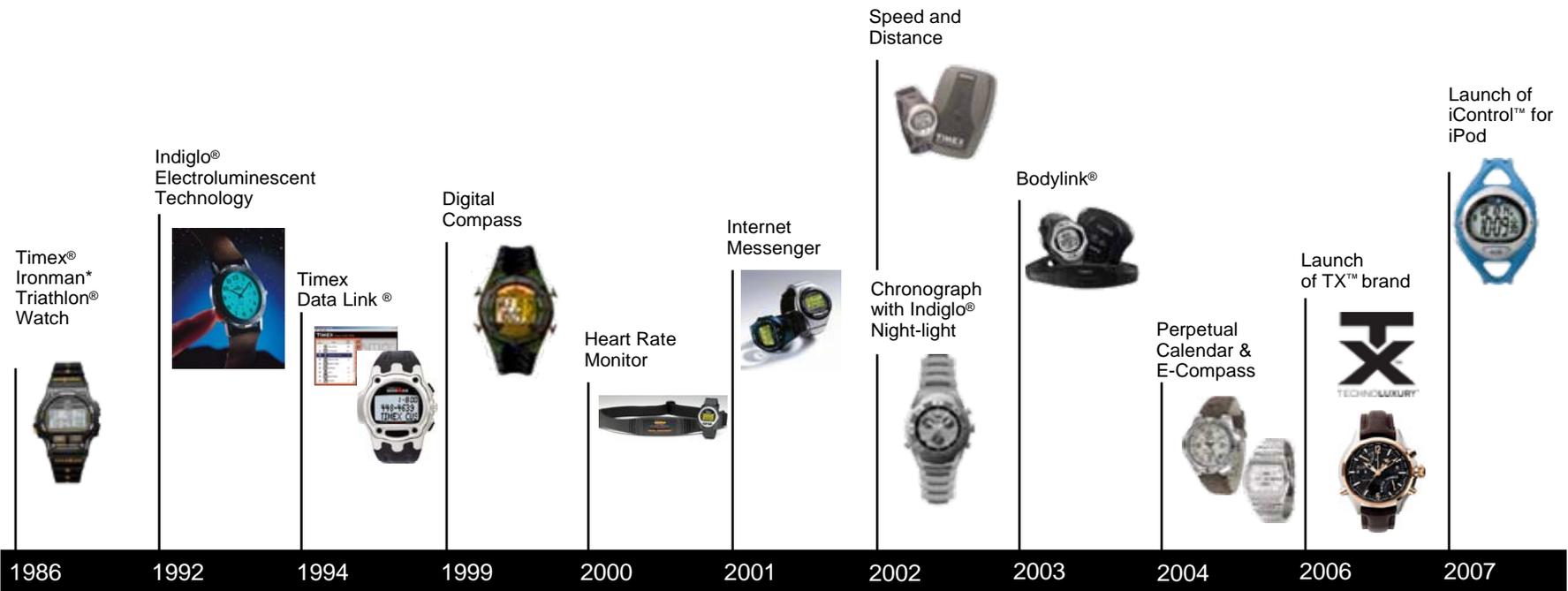
2006

TX brand launches, showcasing Timex's unique 6th-hand movement capabilities



TIMEX BRAND History of Innovation

150 Years of Innovation & Leadership



TIMEX Mission Statement

Our heritage is founded on bringing innovation and reliability to a broad consumer base. We are committed to staying relevant to today's changing consumer and lifestyle needs by:

- Creative, technologically advanced product design
- Incorporating an accessories focus in our approach
- Bridging active and healthy lifestyle needs
- Bringing technology closer to the sports consumer



Global Marketing

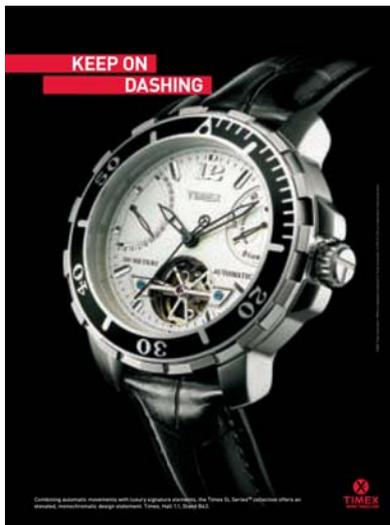
Design. Durability.
Performance.

The three core values that are
the heart of the Timex Brand.



TIMEX GLOBAL MARKETING Advertising

It's the perfect thing for a global watch brand: a global marketing arm. Timex global marketing and advertising is designed to pique consumer interest with both creativity and consistency. To help the brand keep on keeping on.



TIMEX GLOBAL MARKETING POS

Keep on Dashing. Keep on Pushing. Keep on Daring. These messages are designed to keep Timex on the minds of consumers. The visual style is hip, contemporary, fresh and universal. Leaving little doubt that Timex is an up-to-date, 153 year old company.



TIMEX GLOBAL MARKETING Displays

Kiosks and showcases designed to display the timepieces, as flawlessly as the timepieces themselves display the time.



TIMEX STYLE

A classic blend of
traditional design,
contemporary details
and technological
innovation



TIMEX SL Series™ The Embodiment of a Trend

Taking cues from the company's heritage, the Sport Luxury Series combines technology and outstanding design to deliver a collection focused on the latest trend of stylish fashion watches that are distinctively sporty and elegantly formal.



TIMEX SL Series™

The black & white color palette gives the collection a sporty, yet sophisticated feel that is both on trend and timeless.

- 38-jewel automatic movement with exhibition window at 6 o'clock
- Fly back date hand at 9 o'clock
- High-grade stainless steel
- 100m water-resistant
- 40-hour power reserve
- Glass case-back
- Screw down crown



TIMEX T Series™ Men's Racing Chronograph

Like their predecessors, the clean, simple, modern aesthetic of the Timex T-Series™ establishes a renewed style of “modern design” evoking the minimalist movement that became the standard for everything from appliances and automobiles, to architecture and airplanes.



TIMEX T Series™ Case Evidence

The Timex T Series™ case design is an exercise in restraint. The simplistic, modern design ensures the look will be in demand for decades to come. The precisely placed adornments, such as the grid patterned crown, shows how true the “less is more” philosophy applies to pure, classic design.



TIMEX T Series™ Quiet Details

A stylized “T” second hand travels the dial accompanied by simple, but beautifully executed, beveled hour and minute hands.



TIMEX® Retrograde

Using beautiful detail and cutting edge design, the Men's Retrograde Collection is the perfect watch for every occasion. With detailed, textured dials featuring the retrograde sub-dial, combined with a stainless steel bracelet or genuine leather strap, the Men's Retrograde Collection adds another range to Timex that continues to deliver truly innovative features.



TIMEX

EXPEDITION[®]

Enhance the outdoor
experience with a blend
of timeless design and
advanced features.



TIMEX® Expedition® Dive Series

Life's An Adventure™ So take a splash with the confidence of a durable Timex Expedition® Dive Style watch.

- 200m water-resistant
- Shock resistant
- Date magnifier
- INDIGLO® night-light
- Screw down crown



TIMEX® Expedition® E-Tide Temp Compass

A unique combination of style and technology, this collection provides you with the watch you need to enhance your lifestyle. At the press of a button, the E-Tide Temp Compass watch transforms from an elegant timepiece to a marvel of advance technology.

- Accurate electronic compass
- Fourth hand compass needle
- Declination adjustment scale
- Tide track shows hours to next tide
- INDIGLO® night-light
- 100m water-resistant



TIMEX® Expedition® Rugged Field

Neither rain, nor snow, nor sleet, nor gloom of night can keep an Expedition® watch from its appointed rounds.

Crafted and designed for the outdoor lifestyle, Timex Expedition makes the great outdoors even greater.

- Chronograph
- Shock resistant
- Date magnifier
- INDIGLO® night-light
- 100m water-resistant



TIMEX® IRONMAN*

Products that raise the bar for performance with a combination of advanced features that are easy to use



TIMEX® IRONMAN*

Timex® IRONMAN* products provide the heart of durability and extreme performance while maintaining their appeal to a much larger commercial audience.



TIMEX® IRONMAN* Bodylink® Trail Runner® System

A new dimension of performance feedback. With enhanced GPS functionality to provide Latitude, Longitude & Altitude, allowing Navigation to Waypoint Mode and Predictive Finish Time, Improved Heart Rate functionality which can be linked to 2 Interval Timers – you'll never be alone again

- Summary mode
- 100 hour chronograph
- 100 lap memory
- 2 linked interval timers
- 5 Alarms
- INDIGLO® night-light



TIMEX® IRONMAN* Heart Rate Monitors

Equipped with a full array of features that will optimize your workout or day-to-day activities. Design, comfort and accuracy are demanded by world class athletes and Timex delivers functions that anyone at any age can use to stay fit for life.

- Digital transmission for no cross talk
- BPM or % of Max Heart Rate display
- Zone trainer indicator
- One Target Heart Rate Zone with Time in Zone recall
- 27 lap chronograph with memory recall
- Countdown timer
- INDIGLO® night-light



TIMEX® IRONMAN* Data Link Systems

DATA LINK® USB

The sport watch that thinks it's a PDA! Combining the convenience of a personal organizer with the performance of a full function timekeeping device.



DATA RECORDER 2

Collects data from your digital HRM, and Speed+Distance sensor. With a simple USB connection, data can be downloaded to your PC, and used with Timex® Trainer Software to chart progress, achieve goals and maximize workouts.





Looking to the Future

Today, Timex holds the distinction of being the most recognized watch brand in America.

The Timex Group has manufacturing and company offices in more than 80 countries around the world ensuring innovative products are easily accessible to virtually everyone.

With more than 150 years of history, Timex continues to embark on many exciting new

initiatives that deliver the Timex legacy and mission of accessible innovation and design. In 2006, Timex launched TX™ brand, a prestigious collection of watches that will showcase Timex at the forefront of the luxury timepiece category. In 2007 the Timex® Ironman* iControl™ watch was introduced: a functionally advanced sports watch and a wireless device for Apple's iPod and iPhone when in airplane mode.

With our attention to style and quality coupled with inventive marketing, you can expect continuing innovations from Timex for years to come.

IRONMAN* iControl™ Watch

One of the newest additions to the Timex® Ironman* collection - a functionally advanced sports watch that also serves as a wireless device for apple's iPod.

- iPod controls: Play/Pause, Volume, Track
- 50-lap memory recall chronograph
- Multi-mode countdown timer
- 2 interval timers for speed and endurance training
- 3 customizable alarms
- 100m water resistant
- INDIGLO® night-light with NIGHT-MODE® feature



IRONMAN* Wireless FITNESS TRACKER

The very latest addition to the Timex® Ironman* collection – clip the digital transmitter to your belt, and use the pedometer functions through the watch.

- 50-lap memory chronograph with lap, split, speed, pace, distance and total time
- Dated training log with best lap, average lap, distance per lap, pace per lap, total time and total calories
- Timer and interval timers
- 3 alarms and 2 time zones
- Easily replaceable battery for watch and digital transmitter
- INDIGLO® night-light with NIGHT-MODE® feature





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THANK YOU.