



TIMEX Unveils Heart Rate Monitor Collection

New Series Delivers Superior Functionality and Style

MIDDLEBURY, CT – Timex, a leader in outdoor and sports performance timepieces, today unveiled the Timex® Ironman® Road Trainer™ digital heart rate monitor series, a line of advanced training products designed for endurance athletes and fitness enthusiasts worldwide.

“The Timex Ironman Road Trainer series of digital heart rate monitors utilize leading electronic design and watch styling to maximize consumer satisfaction,” said Heberto Calves, Vice President of Marketing at Timex. “For decades, the Timex Ironman brand has provided innovative, durable training tools for the world’s most dedicated athletes, and this series continues that tradition.”

The Timex Ironman Road Trainer collection possesses an array of vital fitness functions, including a 50-lap chrono with average heart rate per lap and a customizable training zone to complement five automatically set zones. It utilizes digital FM transmissions to eliminate signal cross-talk and to fight electronic interference.

The heart rate monitor is available in four styles, in both men's and women's sizes. In addition to the fitness functions above, the Timex Ironman Road Trainer collection also includes a useful range of features:

- time spent in target heart rate zone
- workout review with average/peak heart rate and calories burned
- automatic heart rate recovery with 1- or 2-minute duration
- countdown timer and daily alarm
- 100M water-resistance rating for enhanced watch durability

The Timex Ironman Road Trainer digital heart rate monitor series is available for purchase at TimexIronman.com for \$110, as well as in sporting goods stores and sports specialty retailers nationwide.

About the Timex Group

Timex Group designs, manufactures and markets innovative timepieces and jewelry globally. Founded in 1854, Timex has become part of Timex Group, a privately-held company with numerous brands and over 5,000 employees worldwide. It is one of the largest watch makers in the world.

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