



FOR IMMEDIATE RELEASE

TIMEX Unveils New Ironman® 30-Lap Collection

Sports watch combines wellness benefits with a distinctly feminine design

MIDDLEBURY, CT – Timex, a leader in outdoor and sports performance timepieces, today unveiled a new Timex® Ironman® 30-Lap Collection, a series of stylish, user-friendly fitness watches designed to help women striving to live an active lifestyle realize their wellness ambitions.

The collection is based on the iconic 30-lap, but re-designed specifically for women with a more feminine look and slimmer profile, to be worn all day long. It encourages users to discover their hidden potential—whether those goals are to take the stairs instead of the elevator, develop a workout routine, or complete their first 10K.

“Timex equips people of all abilities to set, monitor and fulfill their wellness, fitness or elite competitive aspirations,” said Heberto Calves, Vice President of Marketing at Timex. “The Timex Ironman 30-Lap Collection is an attractive, dependable wellness aid that can be worn on the treadmill, in the office and everywhere in between.”

The Timex Ironman Women’s Collection is available in pink, white, blue, gray and black styles, and boasts the following features and benefits:

- 30-Lap memory recall;
- 24-hour countdown timer with countdown/stop and countdown/repeat functions, as well as forward/backward options;
- Top pusher for easy lap and split viewing option;
- Two time zones;
- Alarm;
- INDIGLO® night-light with NIGHT-MODE® feature, and
- Water resistant to 100 meters.

The new Timex Ironman 30-Lap Collection is available for purchase at TimexIronman.com for \$50, as well as in sporting goods stores and sports specialty retailers nationwide.

About the Timex Ironman Brand:

Timex has an unparalleled heritage of creating innovative, technologically advanced and reliable timepieces for endurance athletes, having introduced the first licensed Ironman brand watch in 1986. The Timex Ironman legacy of leadership, innovation and style in international sport is evident in the brand’s extensive anthology of elite training devices, fitness aids and wellness timepieces. Timex Ironman timepieces are worn by athletes on every continent, have been to the moon, and have been added to the Smithsonian National Museum of American History.

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.

FOR MORE INFORMATION:

Catalyst Public Relations
Ken Mandelkern
(212) 714-7906 – Cell: (516) 524-0818
Timex@catalystpublicrelations.com

Catalyst Public Relations
Rob Bronfeld
(212) 714-7909 – Cell: (516) 815-1874
Timex@catalystpublicrelations.com

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