



Timex Group USA, Inc. Named as Principal Sponsor and Exclusive Official Timing Partner for the ING New York City Marathon

Leading Watch Manufacturer's Partnership with New York Road Runners Creates an Opportunity to Engage a Global Audience on the World's Biggest Stage

Middlebury, CT – Timex Group USA, Inc. announced today an agreement with New York Road Runners that establishes one of the world's leading watch companies as the official timing sponsor of the ING New York City Marathon. Timex Group USA, Inc. signed on to sponsor the ING New York City Marathon for four years, from 2008 through 2011, as part of the company's ongoing initiative to increase the awareness of its state-of-the-art sports and fashion products. The TIMEX Group has secured this sponsorship for its TIMEX brand.

"Timex is excited to be involved with the ING New York City Marathon, which annually brings together the best group of runners, including a large percentage of first-time marathoners to the world's largest stage," says Adam Gurian, President, Timex. "We are excited about the partnership between these two iconic brands. Timex celebrates the human spirit and is as diverse as the runners in the marathon."

Timex's presence in the fitness world has been evident for years via its sponsorship of the Ironman Triathlon event series. With a wide array of wellness and training timepieces priced at various levels, Timex has established a broad appeal to the millions of consumers who want to maintain a healthy lifestyle in a cost-effective manner.

"We are proud to welcome Timex Corporation to the New York Road Runner's family as the official timing sponsor of the ING New York City Marathon," says Mary Wittenberg, president & CEO of New York Road Runners. "Timex is a trusted brand for runners and the timing category is integral to the sport. It was important for us to find the right partner who shares our core principles and values in promoting health and fitness and Timex is a perfect match."

In 2009, Timex brand will unveil an officially licensed timepiece bearing the official ING New York City Marathon logo, which will be available via multiple outlets including NYRRs' online store, as well as NYRR's headquarters in New York City.

The Timex brand will be woven into NYRR's multi-faceted Marathon advertising campaign via print, online and out-of-home media. Timex will also be the presenting sponsor of the week-long Media Center at Tavern on the Green – home to over 750 media personnel during Marathon week.

As the official timing sponsor, Timex will be identified on a number of high profile activation points throughout the course including: all three start and finish clocks, the split time clocks at the 5k, 10k, 13.1m and 20m marks, and clocks on top of the lead vehicles for the men's, women's and wheelchair races.

Timex will showcase its line of wellness timepieces at the Health & Fitness Expo during race week and will have the right to use the ING New York City Marathon trademark and trade name in advertising, promotion, publicity and merchandising programs throughout the length of the partnership.

About Timex:

Timex Group, with over 5,000 employees, is one of the top watch companies in the world. Timex was founded in 1854, and has been designing, manufacturing and selling innovative timepieces for more than 150 years. Timex Group companies manufacture and sell watches under numerous brands in many different market segments including Timex, TX, Ironman, Expedition, Valentino, Salvatore Ferragamo, Vincent Berard, Versace, Versus, Guess, GC, Marc Ecko, Nautica, and Opex.

New York Road Runners

New York Road Runners is celebrating its 50th anniversary in 2008. NYRR is dedicated to promoting the sport of distance running, enhancing health and fitness for all, and responding to community needs. Its road races and other fitness programs draw upwards of 300,000 runners annually, and together with *New York Runner* magazine and website support and promote professional and recreational running. A staff of more than 100, assisted by thousands of volunteers, stages the ING New York City Marathon, as well as a road race nearly every weekend plus many track and cross country events. NYRR's home base in New York, and its lifelong identification with Central Park, have given many of its events iconic status, attracting the world's top professional runners. The youth programs provide running to 30,000 schoolchildren in New York City and around the country who would otherwise have few or no fitness opportunities. For more information, visit www.nyrr.org.

The ING New York City Marathon

The premier event of New York Road Runners, the ING New York City Marathon is one of the world's great road races, drawing more than 98,000 applicants. The race attracts many world-class professional athletes, not only for the more than \$600,000 in prize money, but also for the chance to excel in the media capital of the world before two million cheering spectators and more than 300 million worldwide television viewers. As any one of the nearly 750,000 past participants will attest, crossing the finish line in Central Park is one of the great thrills of a lifetime. For more information visit www.ingnycmarathon.org.

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