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FOR IMMEDIATE RELEASE

**CASIO G-SHOCK INTRODUCES A NEW DOLPHIN & WHALE
ECO-RESEARCH
NETWORK WATCH**

New G-Shock Features Environmentally Friendly Tough Solar Technology

DOVER, NJ, MAY 14, 2008 — Today, Casio America, Inc. released the new Dolphin & Whale Eco-research Network G-SHOCK watch (GW9101K-7). It supports the environmental protection initiatives of the Dolphin & Whale Eco-Research Network, an educational and research project undertaken by I.C.E.R.C. (International Cetacean Education and Research Center).

Since the 4th International Dolphin & Whale Conference was held in Japan in 1994, Casio has released both official Dolphin & Whale Eco-research Network G-SHOCK and Baby-G watches. For over a decade, Casio has donated a portion of the watch sales to help promote dolphin and whale research and educational activities worldwide.



GW9101K-7

“Casio G-Shock is committed to preserving the beauty of one of our greatest natural resources,” said Shigenori Itoh, Vice President of Casio’s Timepiece Division. “Casio will continue to proudly support the Dolphin & Whale Eco-Research Network and educational outreach.”

As the fourteenth model of the Dolphin & Whale Eco-Research Network G-Shock, this year’s watch is based on the Gulfman. The rust-resistant titanium bezel, case back and screws make it a tough watch, perfect at sea and on land. With the Multi-Band 5 Atomic Timekeeping specification built-in, the watch receives standard radio waves from five time transmitters worldwide (single transmitters in the US, Germany, the UK, and two in Japan) for superior accuracy. It also incorporates the environmentally friendly Tough Solar technology — a large-capacity solar system that charges the watch even in the slightest sunshine or fluorescent light.

To evoke the image of a clear sparkling ocean, the case is made from a translucent resin while the detailing and G-SHOCK logo are done in a refreshing blue. Whale images grace both the wristband and the EL backlight. This model also features a uniquely engraved back including the words, “ALL AS ONE,” capturing the sentiment that both nature and life itself are delicately woven together like a symphony. The watch design reinforces the I.C.E.R.C. Japan message of the wonder of dolphins, whales and nature. A leaflet explaining the activities of I.C.E.R.C. Japan is also included in the packaging.

The GW9101K-7, MSRP \$250, will be available at select Macy’s stores in June.

Main Specifications of the GW9101K-7

- Construction: Shock resistance, 200 meter water resistance, and rust resistance
- Materials: Titanium, resin, mineral glass
- Radio wave receipt: Automatic receipt (maximum 6 times per day) and manual receipt options
- Radio frequencies: JJY (Japan): 40 kHz (Fukushima) / 60 kHz (Kyushu), WWVB (USA): 60 kHz, MSF (UK): 60 kHz, DCF77 (Germany): 77.5kHz
- Other Functions: World time for 48 cities (29 time zones; daylight saving on/off) 1000-hour stopwatch, countdown timer, 5 independent daily alarms, hourly time signal, battery power indicator, full-auto calendar, button operation tones on/off, full auto EL backlight with afterglow
- Power source: Tough Solar power system (high capacity solar charging system)
- Continuous operation: About 8 months with the power-saving function* ON after full charge

* Display shuts off after a certain period in a dark location

Size of case / Total weight: 2.01” x 1.81” x .65” / 2.01oz

What is the I.C.E.R.C. (International Cetacean Education & Research Center)?

I.C.E.R.C. (International Cetacean Education and Research Center) is a non-profit organization that aims to foster a true understanding of nature through contact with dolphins and whales. It promotes a wide array of dolphin and whale research and educational activities aimed at making environmental awareness and protection an integral part of our daily lives.

What is the Dolphin & Whale Eco-Research Network?

With I.C.E.R.C. Japan at its center, the global Dolphin & Whale Eco-Research Network provides accurate information and promotes knowledge about dolphins, whales, and the environment. The network supports global dolphin and whale research facilities, and continued collection of information.

Casio America, Inc., Dover, N.J., is the U.S. subsidiary of Casio Computer Co., Ltd., Tokyo, Japan, one of the world's leading manufacturers of consumer electronics and business equipment solutions, established in 1957. Casio America, Inc. markets calculators, keyboards, digital cameras, mobile presentation devices, disc title and label printers, watches, cash registers and other consumer electronic products. Casio has strived to realize its corporate creed of "creativity and contribution" through the introduction of innovative and imaginative products. For more information, visit www.casiousa.com

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