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**FOR IMMEDIATE RELEASE**

**CASIO RELEASES NEW 25<sup>TH</sup> ANNIVERSARY G-SHOCK WATCHES**

*Design Combines Unique Translucent Look With Eye-Catching Gold Accents*

**DOVER, NJ, MAY 14, 2008** — Casio America, Inc., released two new watches this season to commemorate the 25<sup>th</sup> Anniversary of G-SHOCK (celebrated in May 2008). The new GWM5625E-7 and GW225E-7 models are made with an innovative translucent material, and feature the classic designs reminiscent of the original G-SHOCK models.

GWM5625E-7



The chosen translucent material used for the anniversary models gives the watches a modernized look with a classic feel. In classic G-SHOCK form, both watches are shock and 200M water resistant. The GWM5625E-7 square shape continues the tradition of the first G-SHOCK watch, while the GW225E-7 captures the amphibious attributes of the original Frogman. Both watches feature advanced Tough Solar Technology. In addition, the GWM5625E-7 features Multi-Band 5 Atomic Timekeeping.

Tough Solar Technology is a large-capacity solar system that charges the watch even in the slightest sunshine or fluorescent light. The built in Multi-Band 5 Atomic Timekeeping enables the



GW225E-7

watch to receive time calibration radio signals from five time transmitters worldwide (US, Germany UK, and two in Japan).

“Over the past twenty-five years, Casio G-Shock has been committed to excellence,” said Shigenori Itoh, Vice President of Casio’s Timepiece Division. “The GW225E-7 and GWM5625E-7 embrace Casio G-Shock’s continued commitment to both cutting edge technology and thought provoking fashion.”

Both watches have rugged bezel design and a black face. All the metal parts including the buckle, buttons, screws, and back cover are finished with a gold ion plating to achieve a highly distinctive look. The G-SHOCK 25<sup>th</sup> Anniversary logo, designed by renowned graphic artist Eric Haze, is engraved on the back of the case. Each watch comes in commemorative packaging emblazoned with the same logo.

The G-SHOCK had its origins in Casio’s determination to overturn the conventional idea that a watch always had to be handled with care. When introduced, its marked characteristic of shock resistance brought about a revolutionary redefinition of the wristwatch. With premium-quality designs that express functional beauty, the G-SHOCK also reinvented the image of the digital watch, making it a vital part of youth culture. Today, Casio continues to challenge pre-conceived notions of the wristwatch with its constantly evolving G-SHOCK line.

The GWM5625E-7, MSRP \$150, and the GW225E-7, MSRP \$350, will be available at select Macy’s stores in May.

### **Main Specifications of the GW225E-7 and GWM5625E-7**

#### **GW225E-7**

Construction:	Shock resistance
Materials:	Titanium, Resin, Mineral Glass
Water resistance:	ISO 200 meter
Diving features:	Dive timer up to 23 hours, 59 minutes, and 59 seconds (display unit: 1 minute) Interval timer up to 23 hours, 59 minutes, and 59 seconds (display unit: 1 minute)
Log data memory:	One log (dive start time and duration)
Site functions:	Time display for ten preset diving spots worldwide, area change, and daylight-saving time setting
ID features:	Memory for important data including diver certification card, passport, and blood type (Rh / ABO)

Other functions: Stopwatch, countdown timer, 3 independent daily alarms, hourly time signal, battery power indicator, full auto-calendar, low temperature resistant (-20°C/-4°F), full auto EL backlight with afterglow

Accuracy at normal temperature: ±15 seconds per month

Power source: Tough Solar power system (high capacity solar charging system)

Continuous operation: About 5 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: 2.05" x 1.95" x .70" / 2.9 oz

### **GWM5625E-7**

Construction: Shock resistance

Materials: Resin, Mineral Glass

Water resistance: 200 meter

Radio wave reception: Automatic reception (maximum 6 times per day) and manual reception 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) stopwatch, countdown timer, 5 independent daily alarms, hourly time signal, battery power indicator, full auto-calendar, button operation tone 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: 1.84" x 1.70" x .5" / 1.82 oz

## **THE G-SHOCK STORY**

### **Development Concept**

The development objective for the G-SHOCK was to create a watch that would not break even if dropped. Casio's radically innovative spirit as a company took on the challenge of the notion that wristwatches are fragile and have to be handled with care. The G-Shock has changed people's attitudes about watches. To this day, all G-SHOCK models are created according to this concept.

### **Shock Resistance**

The watch can also be shot like a puck with an ice hockey stick, and it will still keep working. A TV program verified the results of Casio's commercial portraying the durability of the G-Shock watch, confirming the shock resistance of the product. Many

firefighters and police officers wear G-SHOCK watches on the job.

### **Cultural Trends**

The G-SHOCK initially caught the attention of young street-sport enthusiasts like skateboarders, surfers and snowboarders. The distinctive shape and rugged style of the watch, which convey its superior shock resistance, appealed to the lifestyle of these young people. Many adopted it as a fashion statement to express their individuality. Gradually, this sensibility was adopted by mainstream youth. This soon led to the G-SHOCK becoming the first digital watch to be used commonly as a fashion statement by young people. Today, the G-SHOCK is an essential accessory for young people in a variety of scenes, from sports such as snowboarding and surfing, to club scenes including DJs and dancers, and music fans.

### **Sales Success**

The G-SHOCK first became a hit in the United States in the 1980s. From the 1990s, its popularity spread to Japan, South Korea, Hong Kong, Singapore and other Asian countries, as well as to Germany and other parts of Europe. Today, the G-SHOCK is loved all over the world by men and women of all ages. Over the 25 years since 1983, over 60 million G-SHOCK watches have been sold in nearly 100 countries — an astonishing sales record for a single wristwatch brand.

### **Social Contribution**

The G-SHOCK paved the way for the digital watch era by securing popularity in the youth culture. As a result, the G-SHOCK has now become a must-have brand for the younger generation. To make the most of this energy to benefit the public, Casio has forged partnerships with sports and environmental protection organizations, using the G-SHOCK as a means to make vast numbers of young people aware of their activities. This is the kind of social contribution that only a brand like G-SHOCK can make. Furthermore, by supporting world-class sporting events such as World Cup soccer, and Americas Cup yacht racing, G-SHOCK has gone beyond youth culture to become a truly global brand.

### **About Casio America**

*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.casiouusa.com](http://www.casiouusa.com)*