



NEW YORK GIANTS AND TIMEX ANNOUNCE PARTNERSHIP TO COLLABORATE ON TRAINING SOLUTIONS

Partnership Includes Naming Rights of the New Training Facility and Corporate Headquarters

Middlebury, CT & East Rutherford, NJ – (June 17, 2009) Timex Group USA, Inc. announced today a unique partnership with the New York Giants that enables both brands the opportunity to collaborate on training solutions for athletes of all levels that participate in various sports across the world. This partnership grants TIMEX, one of the world's largest watch companies, the naming rights for the Giants' new training facility and corporate headquarters. The facility will be named the **TIMEX Performance Center**.

The 15-year partnership with the New York Giants is part of the company's ongoing initiative to increase the awareness of its state-of-the-art sports and fashion products.

"I am excited that we have secured a partnership between two great American icons—Timex Group and the New York Giants—both with great families behind them" said Hans-Kristian Hoejsgaard, Timex Group President and Chief Executive Officer. "Like Timex Group, the Giants organization operates at the highest level. I have the greatest respect for what they have built and look forward to many years of collaboration."

In addition to the naming rights, TIMEX, as the Official Performance Equipment of the New York Giants, will have its brand integrated into the Giants game day experience at Giants Stadium during the 2009 season and the Giants' new stadium set to open in 2010. At the new stadium, Giants fans will see a TIMEX "Countdown to Kick-off Clock" on the video towers that encircle the perimeter of the facility. Additional branding programs include a major sponsorship with New York Giants Radio Network, Giants.com, the "Giants GameDay" television show on WNBC, and placement within the Giants' health and fitness magazine, "Giants Health Monitor," which is distributed in more than 10,000 doctors' offices around the New York metro area.

"This is more than a marketing relationship," said New York Giants President and Chief Executive Officer John Mara. "This is about achieving the highest possible performance for our organization and our team. We look forward to working with

TIMEX and utilizing their digital technology in training our athletes. The positive results we achieve will be in part due to our use of TIMEX devices in our team's training programs."

"This exciting partnership brings together two iconic brands - TIMEX and the New York Giants—with a strong heritage, shared values, and a very loyal fan and customer base," said Adam Gurian, President, TIMEX. "Having the opportunity to display the TIMEX brand on-site at the new team facility and work closely with a first-class organization like the Giants makes this relationship a natural fit with tremendous potential to grow both our brands."

The TIMEX Performance Center will host the annual TIMEX Multisport Team Training Camp, which will create an opportunity to share insight amongst the most accomplished professional endurance athletes and professional football players / coaches and trainers. The TIMEX Multisport Team is comprised of a complementary mix of amateur and professional athletes from around the world who serve as brand ambassadors for TIMEX.

An advisory board, comprised of Giants medical and strength & conditioning personnel and TIMEX athletes and coaches, will also be formed. This new advisory board will meet quarterly to share insights, discuss the latest trends in athlete training, and provide input on new product development and review product usage and testing. The board will collectively publish articles and reports on training and conditioning techniques as well as various research studies to enhance consumer training programs.

"TIMEX is a trusted brand for all athletes in terms of training. They are nationally recognized for an outstanding assortment of products – from training instruments to men's and women's style watches," added Steve Tisch, New York Giants Chairman and Executive Vice President. "It was important for us to find the right partner who shares our core principles and values. This partnership will enable our coaches and players the opportunity to utilize the best high-end training equipment throughout our offseason preparation and the NFL season."

TIMEX'S presence in the fitness world has been evident for years via its partnership with the New York Road Runners in conjunction with the New York City Marathon, Ironman Triathlon event series and several worldwide marathon sponsorships. 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.

About TIMEX:

Timex Group designs, manufactures and markets innovative timepieces and jewelry globally. Founded in 1854, TIMEX is 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 with companies and exclusive licenses worldwide.

About New York Giants:

A cornerstone franchise of the National Football League, the New York Football Giants began play in 1925. With seven (7) championships, including a victory over the 18-0 New England Patriots in Super Bowl XLII at the conclusion of the 2007 season, and with more than 600 victories, the Giants are considered one of sports all-time great franchises. Headquartered at the TIMEX Performance Center in East Rutherford, NJ, the Giants enter their 85th season of play this fall.

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