



PRESS INFORMATION for immediate release

OMEGA TO CONTINUE AS OFFICIAL OLYMPIC TIMEKEEPER

In Los Angeles in 1932, OMEGA became the first company to be entrusted with the timing of the Olympic Games. It marked the beginning of OMEGA's long partnership with the International Olympic Committee (IOC).

In 1932, thirty chronograph watches were used to time the events. At the Beijing 2008 Olympic Games, OMEGA's commitment had evolved into some 420 tonnes of equipment used by 450 timekeeping and data handling professionals and more than a thousand specially trained local volunteers.

The partnership continues

OMEGA's Olympic legacy will continue well into the future.

OMEGA and its parent company, the Swatch Group, have signed an agreement with the IOC which ensures that the company will carry on its Olympic role through the 2020 Olympic Games. In addition to timing every Olympic event, OMEGA is also responsible for data handling, the display of the results at the venues, and the distribution of the results to the world's media.

The announcement was made at a press conference on 25 September 2009 at the Olympic Museum in Lausanne by IOC President Jacques Rogge, Nicolas Hayek, Chairman of the Swatch Group, Nick Hayek Jr, CEO of the Swatch Group and Stephen Urquhart, President of OMEGA.

Nicolas Hayek was enthusiastic in his praise of the partnership saying, "Historically, it has been fantastic for all of us in the Swatch Group to work with the outstanding and efficient IOC team at venues all over the world. We are looking forward to joining them in Vancouver and London and all the cities that follow."

Nick Hayek Jr. talked about the Games' ability to generate drama and passion. "When it comes to positive emotions, what can beat the Olympic Games?" he said. "The whole world – young and old, rich and poor – is fascinated by the many magic moments only the Olympic Games can deliver."

Jacques Rogge said, "OMEGA's devotion to the development of sports timekeeping, its commitment to athletes and its dedication to the Olympic Movement are a source of enormous confidence for the IOC and the organisers of the Olympic Games."

Reflecting on his company's Olympic legacy, OMEGA President Urquhart commented, "OMEGA is proud to continue its long-standing association with the IOC and the world's premium sporting event. Since 1932 the Olympic Games have provided us with a unique platform to convey our message of precision, quality and innovation in a prestigious and fitting environment."

A piece of Olympic history

Four of the original chronographs used to time the Los Angeles 1932 Olympic Games are in the OMEGA Museum in Bienne, Switzerland. To commemorate the occasion of the extension of his company's contract with the IOC, Stephen Urquhart presented one of these pocket watch chronographs to Jacques Rogge.

At the Vancouver 2010 Olympic Winter Games which begin on February 12th, OMEGA will be serving as Official Olympic Timekeeper for the 24th time.

Press conference pictures in high resolution from Photopress:

www.photopress.ch/image/OMEGA/News/IOC+OMEGA+Agreement

And from the OMEGA website:

www.omegawatches.com/events (photo download search: 20090925_IOC_OMEGA)



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OMEGA is a company of the Swatch Group, the largest manufacturer and distributor of watches and jewellery in the world.