



FOR IMMEDIATE RELEASE

TIMEX Launches “I Am A Runner” Campaign to Celebrate Runners of All Levels

MIDDLEBURY, CT – April 5, 2013 - Timex, the leader in outdoor and sports performance timepieces, announced the launch of “I Am A Runner,” the brand’s new marketing campaign that celebrates every runner’s unique personal story. Bringing to life the passion and motivation that unites all runners, regardless of skill level, “I Am A Runner” is an interactive initiative that provides a platform for consumers to share their running experiences and rewards them for sharing their stories.

The campaign kicked off with a series of media activities in New York City featuring Boston Marathon legend, Dick Hoyt. Hoyt, a longtime Timex ambassador, has competed in more than 1,000 endurance events along with his son, Rick, who suffers from cerebral palsy. As Team Hoyt prepares for their 31st Boston Marathon later this month, they are hoping to inspire all runners with their uplifting message.

Timex has created an “I Am A Runner” Facebook app, which will collect all runners’ stories and will serve as a centralized host for submitted content and photos. Individuals who share their stories via the hashtag #IMARUNNER will be eligible for opportunities to win Timex® IRONMAN® watches. In addition, Timex will share inspiring stories of runners across its social media platforms, from everyday stories of triumph to content collected from the Timex Multisport team.

Recent research by Timex shows that 54 percent of core runners do not wear sports watches, an essential piece of gear that allows runners to track and evaluate their workout in real time. With the launch of the ‘I Am A Runner’ campaign, Timex is hoping to tap into this group of core runners.

“As a trusted training partner to runners everywhere, we continue to be inspired by the moments of personal triumph we’ve witnessed at marathons, triathlons and even three-mile loops around the lake,” said Sam Martin, Timex Senior Brand Manager, Sports. “‘I Am A Runner’ campaign represents our biggest commitment to honoring those men and women whose running experiences have been enhanced by one of our timing devices and whose inspirational stories help all of us push our way to the finish line, whatever that finish line might be.”

Timex will introduce additional “I Am A Runner” activations throughout the summer, with the program culminating with a large-scale event at the New York City Marathon.

“I Am A Runner” will be supported online with advertising that will appear on relevant lifestyle websites as well as print insertions in Runner’s World.

For more information and to submit your #IMARUNNER photo or story visit

<https://apps.facebook.com/timex-imarunner/>

About TIMEX Sports Watches:

Timex has an unparalleled heritage of creating innovative, technologically advanced and reliable timepieces for athletes of all fitness levels, having introduced the first licensed IRONMAN® brand watch

in 1986. The Timex IRONMAN® brand legacy of leadership, innovation and style in international sport is evident in the brand's extensive anthology of elite training devices and fitness aids. Timex IRONMAN® timepieces are worn by athletes on every continent and have been added to the Smithsonian National Museum of America. Fans are invited to engage with the brand on www.Facebook.com/TimexSports.

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 ING New York City Marathon, IRONMAN® Triathlon event series and several worldwide marathon sponsorships. With a wide array of wellness and training instruments priced at various levels, Timex has established a broad appeal to the millions of consumers who want to maintain a healthy lifestyle.

About IRONMAN:

The iconic IRONMAN® Series of events is the largest participation sports platform in the world. Since the inception of the IRONMAN® brand in 1978, athletes have proven that **ANYTHING IS POSSIBLE®** by crossing finish lines at the world's most challenging endurance races. Recognized for excellence through distinguished events, world-class athletes and quality products, World Triathlon Corporation (d/b/a IRONMAN), owner and operator of the IRONMAN® Series, has grown from owner of a single race to a global sensation with nearly 190 events across five unique brands: IRONMAN®, IRONMAN 70.3®, 5150™ Triathlon Series, Iron Girl® and IronKids®. For more information, visit www.ironman.com.

About the Timex Group

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.

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