

Swatch ProTeam gears up for SWATCH FIVB World Tour 2009!

What's that noise? Can you hear it? It's the crowds in the stadiums stomping their feet and cheering as SWATCH and the world's toughest beach volleyballers prepare for battle on the SWATCH FIVB World Tour 2009. The Swatch ProTeam will be out in force again this season with women's teams from Switzerland, Brazil and Norway and men's teams from Switzerland, Brazil, Spain, Russia, and Austria. As always, Swatch is making sure the ProTeam Members get all the support they need as they look ahead to another gruelling season on the world's beach volley battlegrounds.

The SWATCH FIVB World Tour 2009 blasts off in April with season-openers in Brasilia (Brazil), followed by men's and women's tournaments in Shanghai (China) at the end of April and beginning of May. New destinations bring two more European sites to the World Tour 2009 — Rome (Italy) and The Hague (Netherlands) — complementing established beach venues and tournaments in Austria, Finland, France, Japan, Norway, Poland, Russia, South Korea, Spain, Switzerland and the United Arab Emirates (UAE). The upcoming season's first Grand Slam tournament is scheduled for Gstaad in early July, to be followed by Grand Slams in Moscow, Marseille and Klagenfurt later in the summer. A crowd favourite and perennial highlight are the World Championships, set to take place this year in Stavanger, Norway from the 25th of June through the 5th of July.

Beach volleyball fans are a noisy lot, as anyone who's ever set foot in one of the crowded World Tour stadiums can attest. This year, in addition to screaming their support for the professional athletes on the beach, fans will get a look at future stars too, first at the Under-19 Youth SWATCH FIVB World Championships in Turkey in August 2009 and at the Under-21 Junior SWATCH FIVB World Championships set for Mexico in September.

Title Sponsor of the SWATCH FIVB World Tour 2009 (for the 7th year in a row!), SWATCH is pleased to lend the strength of its global brand in support of one of the

world's most popular international sports. The Swiss fashion watch and jewellery maker has again stepped up to strengthen the Men's and Women's Swatch ProTeams for Beach Volleyball. With 2009 promising to be a very tough season, Swiss ProTeam Member Martin Laciga returns with his partner Jan Schnider, who joined Martin for the pair's Olympic Games debut in Beijing last year. The pair finished 9th in Beijing and took 5th and 7th places in Shanghai and Dubai on the SWATCH FIVB World Tour 2008. The Men's Swatch ProTeam also welcomes back the young Russians Igor Kolodinsky, who clocked the SWATCH FIVB World Tour's fastest serves in 2007 (110 km/h) and 2008 (114 km/h) and Dimitri Barsouk, who shared 9th place at the Olympic Games in Beijing and racked up a number of top finishes on the World Tour 2008, including 1st in Klagenfurt and 2nd in Barcelona. Brazil's Pedro Salgado had an extraordinary year on the SWATCH FIVB World Tour 2008, taking first place overall (!) after 1st place finishes in Adelaide, Shanghai, Roseto degli Abruzzi, Gstaad, Majorca and Guarujá. This year Pedro has a new partner on the Swatch ProTeam, Pedro Cunha, who placed 1st at the World Tour 2008 tournament in Manama and 3rd in Shanghai last year; 2009 marks the first year the two men will play as Members of the Swatch ProTeam. Clemens Doppler, Austria's perennial star on the beach, returns from a shared 9th place finish at the Beijing Olympic Games with a new partner, Matthias Mellitzer. Clemens also chalked up three 5th place finishes on the World Tour 2008, in Kristiansand, Klagenfurt and Stavanger, while Matthias was Austrian Champion (indoors) in 2006 and 2005, Austrian Cup Winner (indoors) in 2008 and 2006, and finished 2nd in the Austrian Championships (beach) in 2003. Popular Spanish Swatch ProTeam Member Raul Mesa will be joined on the demanding World Tour 2009 by his new partner, Inocencio Lario Carrillo. Raul shared 9th place in Beijing and placed 1st in Kristiansand and 3rd in Berlin last year, while Inocencio landed a 2nd place finish in Stare Jablonski on the World Tour 2008.

SWATCH offers a special welcome to the popular Swiss Swatch ProTeam Member, Simone Kuhn, who's back this year as strong as ever and with a new partner, Nadine Zumkehr to share the beach and exciting encounters on the World Tour 2009. Simone placed 5th and 9th in Gstaad and Barcelona on the SWATCH FIVB World Tour 2008, while Nadine took 7th in Marseille and 9th in Kristiansand on last year's World Tour. The Swiss athletes are joined on the Swatch Women's Beach Volleyball ProTeam in 2009 by world-class Brazilians Ana Paula Connelly and Shelda Kelly Bruno Bede. Ana placed 5th at the Beijing Olympic Games last year and she and Shelda finished 1st in overall world rankings on the SWATCH FIVB World Tour 2008 after taking 1st place in Klagenfurt, Gstaad and Stare Jablonki. Rounding out the Swatch Beach Volleyball ProTeam are Norwegians Ingrid Torlen and Nila Ann Hakedal, who join the Swatch ProTeam this year. The pair shared 9th place in Beijing last year and placed 2nd and 3rd at World Tour 2008 tournaments in Kristiansand and Myslowice, respectively. SWATCH congratulates all its ProTeam members and wishes them good luck and much success on the SWATCH FIVB World Tour 2009!

Keeping Score with SWATCH

In keeping with its reputation as the world's top sports timekeeper, Swatch will deliver live scoring from centre court at each of the 20 events on the SWATCH FIVB World Tour 2009. With unrivalled experience and state-of-the-art expertise, Swatch applies the most advanced timekeeping and measurement systems to guarantee accurate and complete reporting of results and real-time scores throughout the season. Swatch's timekeeping professionals deliver On-Venue Results (OVR) to the displays and scoreboards at centre court, along with detailed background information on the players and up-to-the-minute individual rankings and team standings during the SWATCH FIVB World Tour 2009. The experts also use advanced radar-gun systems to clock the world's fastest serves. Precise reporting of scores and speeds adds power and excitement to the matches, making world-class competition on the beach a thrilling and enjoyable experience for all. Fans around the world can also retrieve scores and

results online at www.swatch.com, so strap on your beach gear and join the pro's and fellow fans from Swatch for the SWATCH FIVB World Tour 2009!

Two new Specials celebrate SWATCH FIVB World Tour 2009

SWATCH will release two new watches to celebrate the SWATCH FIVB World Tour 2009. The first is a summery *Swatch Jelly in Jelly snowpass* that goes by the name of *Earth Line* (SUMK105) and features a printed pink design with streamlined stripes on a transparent clear silicon strap; a solid pink loop on the 12 o'clock side shows the *swatch snowpass* logoscript printed in black, and the tip of the 6 o'clock side has the snowpass logo in pink and black. Printed in black just below the transparent clear plastic case are the words: SWATCH FIVB Beach Volley World Tour. The dial itself is transparent, revealing the movement beneath, and features a world map printed in pink and flanked by a pink ring around pink Arabic numerals '09'. Both the map and the circle are outlined by a thin black line. The colour scheme extends to the pink outer ring, where black Arabic numerals mark all hours but 9. An elegant touch completes the design with slim, tie-shaped black hour and minute hands with Superlite white highlights and a delicate black seconds hand marking the time. The *snowpass* technology built into this Swatch Special enables access to a wide range of events and sports venues around the world.

The second SWATCH FIVB World Tour 2009 Special, known as *Seed One* (SUIB404), is a robust *Chrono Plastic* whose solid black silicon strap features an elegant abstract design drawn in fine gold lines. A closer look, however, transforms the fine gold lines into the outline of the words SWATCH on the 6 o'clock side of the strap and FIVB on the 12 o'clock side. Printed in gold on the solid black silicon loop are the words: SWATCH FIVB Beach Volley World Tour. Mounted on the solid black plastic case is the solid black moulded plastic bezel, which shows printed golden Arabic numerals at all hours but 9, where a golden delta appears, and golden indices on the flange surrounding the glass. The black dial features a shiny gold design with concentric circles and broad golden arrows pointing to the centre; the two chrono counters and the continuous seconds counter at hour 6 show black dials with imitation creusé and white numerals and/or indices and shiny golden hands. Enhancing and completing this elegant design are black skeleton hour and minute hands with superlight white highlights at their tips, and a thin black chrono seconds hand.

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