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TIMEX TO SPONSOR GIANTS TRAINING FACILITY

BY DANIEL ENGLAND

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OFFICE BUILDING EXTERIOR



Timex, probably the best-known watch brand on earth, has formed a fifteen-year partnership with the New York Giants. As a result, the team's 103,000 square-foot training and practice facility that sits on twenty acres in East Rutherford, New Jersey, will be named the Timex Performance Center. The center is on the grounds of the Meadowlands, not far from the new Giants stadium that is slated to open in time for the 2010 season.

The facility is an impressive place, with four full-length football fields, a 7,500-square-foot weight room, a 2,500-square-foot, 132-seat auditorium/press room and a 5,900-square-foot dining room ("Hey Eli, pass the salt.")

And for good measure there is a 4,535-square-foot football-shaped locker room with seventy-five large-screen television monitors everywhere and a new 93,000-square-foot field house. The two-story main building houses rehabilitation pools in the training room as well as fully integrated video equipment in every meeting room (there are nine player meeting rooms) and coach's office.

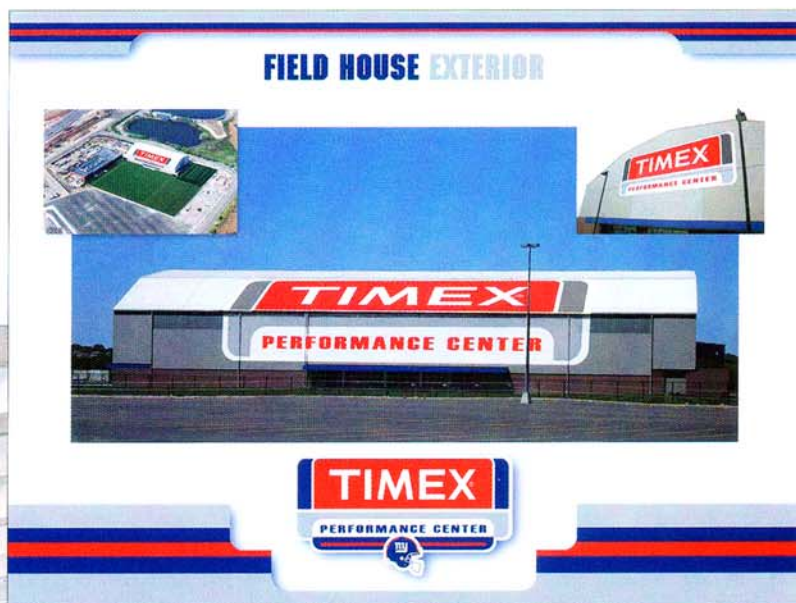
It's Giant indeed. Timex becomes the Official Performance Equipment of the Giants, a fact that fans will be reminded of as they watch the "Countdown to Kickoff Clock" on video towers that surround the facility. During all home games time outs are to be renamed Timex time outs, and there is a radio sponsorship, a Website sponsorship and a Timex sponsorship of Giants GameDay on NBC.

And if you happen to be at the doctor's office, be sure to pick up a copy of *Giant's Health Monitor*, a fitness magazine distributed to 10,000 doctors' offices around New York.

If that weren't enough, the Timex Performance Center will host the an-



In addition to the newly named Timex Performance Center, Timex becomes the Official Performance Equipment of the Giants, a fact that fans will be reminded of as they watch the "Countdown to Kickoff Clock" on video towers that surround the facility.



nual Timex Multisport Team Training Camp, where a mix of amateur and professional athletes (brand ambassadors, as Timex calls them) plus coaches and trainers come together to work on their game. Timex and the Giants have also created an advisory board that will meet quarterly to discuss the latest in athletic training and also to provide input into new sports products, such as heart monitoring watches and sports timing products.

Timex is pleased.

"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, Timex president.

"Timex is a trusted brand for all athletes in terms of training," adds Steve Tisch, the Giants Chairman and CEO.

"They are nationally recognized for an outstanding assortment of products—from training instruments

to men's and women's style watches. It was important for us to find the right partner who shares our core principles and values."

The matchup does seem a good choice. Timex has been ticking since its founding as the Waterbury Clock Company in 1854 and the Giants have been a team since 1925. Both pride themselves on rugged construction and the ability to come back from a licking. Both also have broad fan demographics. Ⓢ

