

TIMEX GROUP

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Timex Group Purchases Marc Ecko Watch Trademark

MIDDLEBURY, CT (June 1, 2009) — Timex Group today announced that it has purchased the Marc Ecko trademark for the design, manufacturing, marketing and sale of watches globally. Timex Group has been the licensee of the Ecko watch brand since 2002.

“A key strategy of Timex Group is to have a balanced portfolio of brands and to increase our share of owned versus licensed brands,” said Hans-Kristian Hoejsgaard, President and Chief Executive Officer, Timex Group. “The purchase of the Marc Ecko trademark in the watch category helps us advance that goal and, importantly, aligns with our strategy to build brands that represent global growth.”

Marc Ecko is a full-scale global fashion and lifestyle brand that markets to a diverse consumer base with a mission to profoundly impact the youth-culture landscape. The watches are currently sold in 35 countries.

The Ecko brand will be housed in the Timex business unit led by Adam Gurian, President, Timex division, reporting to Hoejsgaard. According to Gurian, “The purchase of the Ecko trademark dovetails with our strategy to develop new distribution opportunities through the evolution of both fashion and technology. Key to this success will be the use of total Group technology resources in conjunction with our core brand development team.”

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About Timex Group

Timex Group designs, manufactures and markets innovative timepieces and jewelry globally. Timex, founded in 1854, has expanded to become Timex Group, a privately-held company, with numerous brands and over 5,000 employees worldwide. One of the largest watch makers in the world, Timex Group companies and exclusive worldwide licenses include Timex business unit (Timex, Timex Ironman, Opex, Nautica, Marc Ecko, TX), Timex Group Luxury Watches (Valentino, Salvatore Ferragamo); Sequel (Guess, Gc); Vertime (Versace, Versus); and Vincent Bérard. For more information visit www.timexgroup.com

About Marc Ecko Enterprises

The Company was founded in 1993 by Marc Ecko, Seth Gerszberg, and Marci Tapper. Evolving from just six t-shirts and a can of spray paint, Marc Ecko Enterprises has become a full-scale global fashion and lifestyle company that reported global retail sales that exceeded \$1.5 billion last year. Current Marc Ecko Enterprise brands include: *ecko unltd., Marc Ecko Cut & Sew, eckored, Avirex, Zoo York, Complex Magazine, Complex.com and Marc Ecko Entertainment, a videogame and multimedia division.

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