

Press Release

Maurice Lacroix Sets a New Course

Zurich, May 31, 2006. After two very successful years, Maurice Lacroix and Roger Federer are mutually ending their close collaboration at the end of May 2006.

Roger Federer, the current number 1 in men's tennis, has represented the Swiss watch brand Maurice Lacroix as its ambassador since 1 June 2004. During this period, the Swiss tennis star celebrated many athletic highlights: among other things, he established himself firmly at the top of the tennis world and marched through Wimbledon and the US Open in triumph in 2004 and 2005 as well as this year's Australian Open. As his official watch partner, Maurice Lacroix was able to accompany this young, aspiring athlete on his way to the very top of his profession. For his part, the tennis player lent Maurice Lacroix an empathetic and credible face while helping this dynamic young brand attain a higher emotional level. It was important for both sides that Roger Federer and Maurice Lacroix represent the same values and both could identify strongly with each other.

After a successful and close two-year partnership, Philippe C. Merk, CEO Maurice Lacroix, draws a positive balance: "Our collaboration with Roger Federer took a very satisfying and entirely successful course. We were able to achieve our objectives we established entirely by concentrating on a single brand representative. Now we will take the next important step with our brand." With the launch of the first own manufacture movement at this year's BASELWORLD, Maurice Lacroix pursued consistently the path towards becoming a manufacture brand. Maurice Lacroix was also able to achieve major gains with the relaunch of the successful Pontos and Miros collections as well as with the new Divina line of ladies watches. The intention is to allow this new, self-assured brand image to find expression in an altered communication presence, which will continue to advance the company headquartered in Saignelégier.

Maurice Lacroix

Maurice Lacroix is one of the few independent Swiss watch manufacturers and one of the most successful brands of the watch industry, both nationally and internationally. Since 1975, Maurice Lacroix watches have been manufactured in the company's own state-of-the-art workshops in Saignelégier (Switzerland). Today, timepieces by Maurice Lacroix are available from around 3,700 selected retailers in more than 60 countries. In spite of rapid changes within the company during the last 30 years, one thing has always remained the same: an awareness of a long watchmaking tradition, skilled craftsmanship and passion, as well as a love for design, perfection, and exclusive materials.

For further information on Maurice Lacroix:

www.mauricelacroix.com / Press / Database / User name: mlx-media, Password: media-access / Roger Federer

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