

For Immediate Release

**The new OMEGA Seamaster Planet Ocean Collection
Uncompromising style and professional divers' features**

Hong Kong, June 2011 - The watches in OMEGA's Seamaster Planet Ocean collection have been held in equally high regard for their professional divers' features, their style and their innovative Co-Axial technology since they were introduced in 2005. OMEGA has upgraded the entire family and each of the new Planet Oceans is equipped with one of the brand's revolutionary family of in-house Co-Axial calibres - the 8500/8501, the 8520/8521 or the new 9300/9301 chronograph. The movements also have the Si 14 silicon balance spring and the combination is so stable and reliable that OMEGA offers all of the new Planet Ocean watches with a full four-year warranty.

Like every Planet Ocean, the new watches are ready for underwater adventure and are equipped with unidirectional rotating bezels, helium escape valves and water resistance to 60 bar / 600 metres / 2000 feet.

The applied indexes on the dials of the watches in the new Planet Ocean family are coated with white Super-LumiNova emitting a blue light as are the polished, faceted rhodium-plated hands. The exception is the minute hand which emits a green light, as does the dot on the diving bezel. This feature makes it easy for divers to keep track of their underwater time at a glance.

The Seamaster Planet Ocean 45.50 mm Titanium Liquidmetal® Chronograph

One of the stars of the new Planet Ocean Collection is distinguished by its unusual mix of new materials.

Its 45.50 mm case is made of grade 5 titanium. It means that this very lightweight element has been alloyed with small amounts of aluminium and vanadium and is particularly hard. It can also be polished to a brighter lustre than other grades of titanium. It has a striking blue ceramic bezel whose scaling and numbers are made of zirconium-based alloy called Liquidmetal®. OMEGA was the first watchmaker to blend ceramic and Liquidmetal® in 2009 when it released a limited edition Seamaster with a black ceramic dial and the unique alloy. The union of blue ceramics and Liquidmetal in the new Planet Ocean model is another world premiere. The hardness of the materials means that these two innovative materials will maintain their appearance indefinitely.

The watch's stunning appearance is complemented by a lacquered blue dial. The extraordinary timepiece is presented on a blue integrated rubber strap that perfectly complements the blue ceramic bezel. It is also available with a titanium bracelet.

The Seamaster Planet Ocean 45.50 mm Titanium Liquidmetal® Chronograph is driven by the Co-Axial calibre 9300, the first chronograph in OMEGA's family of in-house movements described in greater detail elsewhere in this publication. It is equipped with a Si 14 silicon balance spring and the watch is offered with a full four-year warranty.

The Seamaster Planet Ocean 45.50 mm Chronograph, calibre 9300

The Seamaster Planet Ocean 45.50 mm Chronograph is equipped with the exclusive OMEGA Co-Axial calibre 9300/9301, the first chronograph in the brand's revolutionary family of in-house Co-Axial movements.

The innovative column-wheel chronograph has 12-hour and 60-minute counter hands placed on the same subdial at 3 o'clock. This familiar arrangement of the hands, which recalls the hour and minute hands on the main dial, enables intuitive reading of the chronograph. It also has a central chronograph seconds hand and a small seconds hand on the sub-dial at 9 o'clock.

The two chronograph control pushers function totally independently - accordingly, there is no risk to the chronograph mechanism as a result of inadvertent manipulation.

Like OMEGA's other in-house Co-Axial movements, the calibre 9300/9301 features a decorative pattern known as "Côtes de Genève in Arabesque".

The movement's time zone function means that the hour hand can be set without stopping the watch, an especially useful feature for travellers.

The stunning chronograph has a bold 45.50 mm stainless steel case with a choice of bezels offered either in matt orange aluminium or matt black ceramic and matt black dials. There is also a version offered with a stainless steel bezel paved with 42 diamonds totalling 2.69 carats.

The brushed screw-in caseback has a sapphire crystal that makes it possible to observe the performance of the watch's extraordinary movement.

It is presented with a brushed and polished stainless steel bracelet with OMEGA's patented screw-and-pin system. There is also a choice of an integrated strap either in black leather or in black or orange rubber.

The new Planet Ocean chronograph, like all of the watches in the new family, is equipped with a combination of a Co-Axial movement and a Si 14 silicon balance spring for a level of reliability that allows OMEGA to offer each one with a four-year warranty.

The Seamaster Planet Ocean 45.50 mm, calibre 8500

The Seamaster Planet Ocean 45.50 mm is powered by the latest generation of the OMEGA Co-Axial calibre 8500, the movement that signalled the Co-Axial revolution when it was developed in-house by OMEGA in 2007. This version is equipped with a Si 14 silicon balance spring and the watch is offered with a full four-year warranty.

Its case is crafted from stainless steel and its is offered with a choice of unidirectional rotating diving bezels in orange matt aluminium, matt black ceramic or with a stainless steel bezel paved with 42 diamonds totalling 2.69 carats!

There is also a choice of an integrated strap either in black leather or in black or orange rubber or with a patented screw-and-pin stainless steel bracelet.

The Seamaster Planet Ocean 42.00 mm, calibre 8501

The Seamaster Planet Ocean 42 mm is powered by the latest generation of the OMEGA Co-Axial calibre 8501, the movement that signalled the Co-Axial revolution when it was developed in-house by OMEGA in 2007. This version is equipped with a Si 14 silicon balance spring and the watch is offered with a full four-year warranty.

The Planet Ocean 42.00 mm watches are as fashionable as they are technically innovative.

It has been crafted from 18 Ct red gold and its unidirectional rotating diving bezel is set with 42 diamonds with a combined weight of more than two carats! There is a ceramic triangle on the bezel. It is powered by the Co-Axial calibre 8501 with an 18 Ct red gold rotor and balance bridge.

It is presented with either a black or white lacquered dial and an integrated leather strap that matches the colour of the dial.

The Seamaster Planet Ocean 42.00 mm, calibre 8500

The Seamaster Planet Ocean 42.00 mm divers' watch is also available with a stainless steel case and a number of configurations. It is powered by the OMEGA Co-Axial calibre 8500 and is equipped with a Si 14 silicon balance spring. This model is then offered with a full four-year warranty.

The most luxurious has a diamond-paved bezel set with 42 diamonds weighing a total of 2.14 carats and a white lacquered dial.

The stainless steel Planet Ocean 42.00 mm is also available with a broad selection of bezels including matt orange aluminium or black or white ceramic.

The selection of straps includes a choice of black or white integrated leather or black, white or orange rubber. The 42.00 mm Planet Ocean watches in stainless steel are also available with bracelets in the same metal.

The Seamaster Planet Ocean 37.50 mm, Calibre 8521

This year OMEGA launches the first Planet Ocean models with 37.50 mm cases, ideally suited for women who want the technological quality and diving features offered by the collection but prefer to wear smaller watches.

The most opulent of these watches have been elegantly created from 18 Ct gold. The bezel is set with 42 diamonds with a total weight of 1.55 carats. They are presented with an integrated white or black leather strap.

Inside the case is the Co-Axial calibre 8521, the same movement found in the OMEGA Ladymatic. It is equipped with a Si 14 silicon balance spring and the watch is offered with a full four-year warranty.

The Seamaster Planet Ocean 37.50 mm, Calibre 8520

There are also 37.50 mm Planet Ocean wristwatches in stainless steel, powered by the Co-Axial calibre 8520 and available in a range of appealing models. They are equipped with a Si 14 silicon balance spring and the watch is offered with a full four-year warranty.

They come with either black or white ceramic bezels that glisten with 42 diamonds with a weight of 1.55 carats.

The selection of straps includes a choice of black or white integrated leather. The 37.50 mm Planet Ocean watches in stainless steel are also available with bracelets in the same metal.

-Ends-

This release is prepared and distributed by PR Network on behalf of OMEGA. For more information, please contact:

PR Network

Carol Fung/ Constance Lei/ Ranson Chiu

Tel: 2572-8489

Fax: 2572-0550

Email: carol@prnetwork.com.hk/

constance@prnetwork.com.hk/

ranson@prnetwork.com.hk

OMEGA

Venus Tsui

Tel: 2510-5139

Fax: 2887-8432

Email : venus.tsui@hk.swatchgroup.com

Website: www.OMEGAwatches.com