



SEQUEL

PRESS RELEASE

GUESS Watches and Martian Watches™ announce cooperation

A synergy of fashion and smart technology

Boca Raton, FL, USA – August 12, 2014 – GUESS Watches, an international fashion watch leader, and Martian Watches™, an award-winning California-based smartwatch developer, announced today a global strategic partnership to develop interactive, voice-command wrist accessories. In the presence of GUESS' distribution partners that service over 100 countries across the globe, SEQUEL's Chief Operating Officer, David Yim, and Martian Watches President, Stan Kinsey together outlined a vision of smart wearables, "powered by Martian", that create a synergy of Fashion and Technology. The announcement was made today at SEQUEL's global distributor conference at The Boca Raton Resort & Club, a Waldorf Astoria Resort. The companies expect to announce specific products by early 2015.

"We are excited to partner with Martian Watches," said Cindy Livingston, President and CEO of SEQUEL. "Of the smartwatch developers we've observed, Martian has captured what we believe is the essence of blending fashion with intelligent features. Their technology will help make our sexy designs, "smart"—not just smartwatches that try to mimic the smartphone. It's the beginning of an era where wrist accessories will be able to do much more than tell time."

Founded in 2007, Sequel AG is headquartered in Zug, Switzerland with satellite offices in London, Paris, Hong Kong, Toronto, and Norwalk, Connecticut. Sequel AG is a member of the Federation of the Swiss Watch Industry FH, and a global licensing agreement gives Sequel AG the exclusive distribution rights for GUESS Watches worldwide. Sequel AG distributes GUESS Watches in over 100 countries worldwide through a network of distributors and 20,000 retail points of sale. For more information, please visit www.guesswatches.com.

Martian Watches is an Irvine, California-based developer of fashion-focused wireless technologies that are reshaping how we communicate with friends, family and the world. The Martian engineering team has an extensive history in Bluetooth development, having created the world's smallest system-on-chip solution for Bluetooth wireless systems. Martian is best known for their two award-winning lines of smartwatches, Martian Voice Command and Martian Notifier. For more information on Martian Watches, please visit www.martianwatches.com.

Contact:

Annie Santo - VP Marketing, GUESS International

Email: asanto@sequel-us.com, Phone: 203.523.7298