



GUESS Watches embarked on a journey to raise awareness for the battle against breast cancer more than nine years ago. Through the sales of a Special Edition watch and a charitable partnership, GUESS Watches has been able to donate more than \$500,000 to the cause.

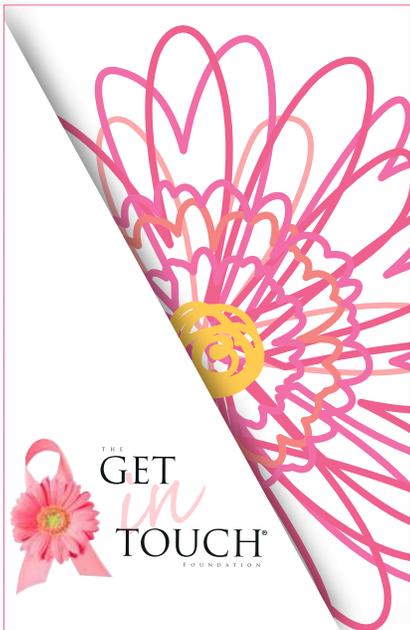
For 2014, GUESS Watches is excited to announce its new philanthropic partnership with *The Get In Touch Foundation* – a grass roots non-profit organization located in Milford, CT. Founded by Mary Ann Wasil, *The Get In Touch Foundation* is committed to educating people of all ages about how to “get in touch” with their bodies and information to create awareness about breast health initiatives.

The partnership of the Connecticut based breast health organization and the globally known fashion brand, also based in Connecticut, was a natural fit from the beginning. Not only do both organizations touch the lives of youth around the world, both GUESS Watches and *The Get In Touch Foundation* are dedicated to educating the youth demographic about breast health, particularly due to the increasing rates of breast cancer worldwide.

The Get In Touch Girls’ Program that consists of Daisy Wheels - which are now available in 50 U.S. states and 27 countries - was created to fulfill the need for an educational program to help girls understand how to “get in touch” with their breasts for early detection. The Daisy Wheel (developed by *The Get In Touch Foundation* and a medical consulting board consisting of a school nurse, pediatrician, oncologist, breast surgeon and radiologist) consists of an interactive tool specifically designed to guide girls grades 5-12 through the various steps or “petals” of a breast self exam using interesting and age appropriate language. The wheels are introduced by health educators in schools – with no expense to the school - with a goal to put a wheel in the hands of every girl around the world. The Daisy Wheel is also available in the iTunes stores as a FREE iPhone or iPad app.

To assist in distributing Daisy Wheels worldwide and to raise funds to support *The Get In Touch Foundation*, GUESS Watches has designed a 2014 “Sparkling Pink” Special Edition breast cancer watch that will be available around the world this Fall season; with a portion of the proceeds from each sale being donated directly to *The Get In Touch Foundation*. The watch features a combination of sport design and chic fashion inspiration, with a comfortable, textured silicone strap in classic white and a matching textured Multifunction dial. The eye-catching Rose Gold tone case is enhanced by a bezel of shimmering crystals, while the iconic Pink Ribbon design twinkles at the 6 o’clock making it the perfect combination of fashion and philanthropy.

For more information visit:
GetInTouchFoundation.org
GUESSWatches.com/geintouch



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SEQUEL

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