



## **Press Release – Official Communication**

FINA, the International Swimming Federation, based in Lausanne Switzerland, is delighted to announce that it has reached a new four-year partnership agreement with the world-renowned Swiss watch brand OMEGA, a company of the Swatch Group.

FINA, the world wide governing body of swimming, diving, water-polo, synchronized swimming and open water swimming, has recently developed a new long term marketing strategy for it's major competitions, the FINA World Championships and the FINA World (25 meter) Championships. With this agreement with OMEGA, FINA has found it's long-term marketing partner and more importantly will bring into the organization of these events a world leader in the field of sports timing and data handling.

OMEGA's experience in the field of sports timing dates back nearly a century and covers a total of 21 Olympic games. As with it's watches, OMEGA has been a constant innovator in the field of sports timing, bringing new innovations over the years to ensure events more precise recording of man's sporting achievements, including the first 1/1000 second photofinish camera and the "touch pads" system used for timing swimming events.

This partnership between FINA and OMEGA will also bring a major boost to the audience of the World Championship events via the Internet. The success of the "live timing" concept developed by OMEGA, where real time information can be called up on the Internet will now enable world wide swimming fans to view live race information through a new exclusive function that allows simultaneous comparison to world record times.

FINA and OMEGA have partnered for the following competitions:

- 6<sup>th</sup> FINA World Swimming (25 meter) Championships, April 3-7, 2002 - Moscow, Russia
- 7<sup>th</sup> FINA World Swimming (25 meter) Championships, October 6-10, 2004 - Indianapolis, USA
- 10<sup>th</sup> FINA World Aquatic Championships, July 15-27, 2003 - Barcelona, Spain
- 11<sup>th</sup> FINA World Aquatic Championships, July 17-31, 2005 - Montreal, Canada
- The FINA Swimming World Cup season, 2002/03, 2003/04, 2004/05

Please visit the following web sites for more information on FINA and OMEGA:

[www.FINA.org](http://www.FINA.org)  
[www.OMEGA.ch](http://www.OMEGA.ch)