



OMEGA Becomes Official Timekeeper of USA Swimming

Swiss Company signs four year deal



USA Swimming is pleased to announce that it has reached a new four-year partnership agreement, 2003-2006, with the world-renowned Swiss watch brand OMEGA, a company of the Swatch Group. With this agreement, USA Swimming has partnered with the world leader in the field of sports timing, data handling and display technologies.

OMEGA's experience in the field of sports timing dates back nearly a century and covers a total of 21 Olympic games. As with its 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 photo finish camera and the first "touch pads" system used for the automatic timing of swimming events.

"With Omega's long and storied history with the sport of swimming and the Olympic Games, coupled with the fact that FINA has selected Omega as their official timer, we felt as though this was a natural fit for USA Swimming," said Chief Marketing Officer Rod Davis.

In addition to supplying timing and display equipment for USA Swimming's elite events, OMEGA will provide both live timing and race archives via its web site www.omegatiming.com

**For more information please contact USA Swimming or Omega Electronics US at 954 494 8669*