

CORUM launch new VC48 Timepiece

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The Global Launch of the Limited Edition Admiral's Cup Competition 48 Victory Challenge Timepiece at the America's Cup Port in Valencia, Spain

On May 8th 2007 - Michael Wunderman, President of CORUM, and Antonio Calce, CEO, launched the new limited edition Admiral's Cup Competition 48 Victory Challenge, VC 48, timepiece amidst the "glitterati" and yachting media at a party on the top deck of the Victory Challenge America's Cup base in Valencia.

Amongst the esteemed guests to witness the unveiling of the new timepiece was the Captain of Valencia FC, Baraja Rubén, Villarreal FC stars, Jose Enrique, and Marcos Senna, Yahya Kadour, National Spanish Team member, the world record holder and member of the Royal Family of Spain, Alvaro de Marichalar (who had been 18th man on Victory Challenge that day) and Vicente Barrera one of the top bullfighters in Spain.

A memorable display of flamenco dancing coupled with an amazing performance by Paquito de Molina created an electric atmosphere in the sumptuous surroundings overlooking the America's Cup Port. CORUM's signature phrase "Unlock and Conquer" is epitomized in this titanium cased certified chronometer, which also embodies the courage and determination of the Victory Challenge team.

Michael Wunderman conveyed CORUM's pride in becoming the Official Timekeeper of Victory Challenge and spoke of the development of the VC 48 and the opening of the CORUM Boutique at the Victory Challenge base. Having been 18th man aboard Victory Challenge boat, he spoke of the similitude between the perfectly orchestrated workings of the crew and the movement of a precision timepiece. He emphasized that the initiative was part of a wider sponsorship program that heralded CORUM's return to the arena of major sailing sponsorship building on the strong association the brand has had with sailing events, like the Admiral's

Cup, in the past. He finished by thanking many of the Victory Challenge Team personally for their commitment to delivering on CORUM's sponsorship objectives.

The launch of this timepiece has come at a time when Victory Challenge, having secured an amazing 5th place in this Regatta, announced their intention to launch a challenge for the 33rd America's Cup. Magnus Holmberg, the skipper of Victory Challenge, was invited to the podium to receive the first edition of the VC 48 and he spoke about the massive support that he felt the Team had received since CORUM had become involved and said how much he looked forward to working with them in the future.

Michael had this to add, "CORUM's brand identity is strengthened with the innovation and pursuit of excellence that Victory Challenge exuded in the final stages of this venerable regatta. The partnership reinforces CORUM's commitment to maintaining their reputation as the 'watchmakers of the seas' with continuous development of the Admiral's Cup collection in a direction that pushes the limits of technology and functionality."

Michael and Antonio also hosted several VIP guests out on the water during the day's races and discussed the new direction CORUM has taken with the launch of the new Admiral's Cup and Romulus collections that was launched at BaselWorld 2007. The guests were also given an exclusive behind the scenes look into what happens inside an America's Cup team with an exclusive tour of the Victory Challenge base.

Antonio was also insightful in his evaluation of the situation. He said, "The future of CORUM is dedicated to increasing the brand's notoriety as a leader and building upon the rich history that has been established in the past. We are at the forefront of design and use on the highest quality manufacturing techniques to create a product that will withstand the tests of time."

"CORUM is a brand full of passion, strength and confidence," Michael said. "If you are afraid to take risks you will never be able

to fulfill your dreams.”

