

# Gerzon



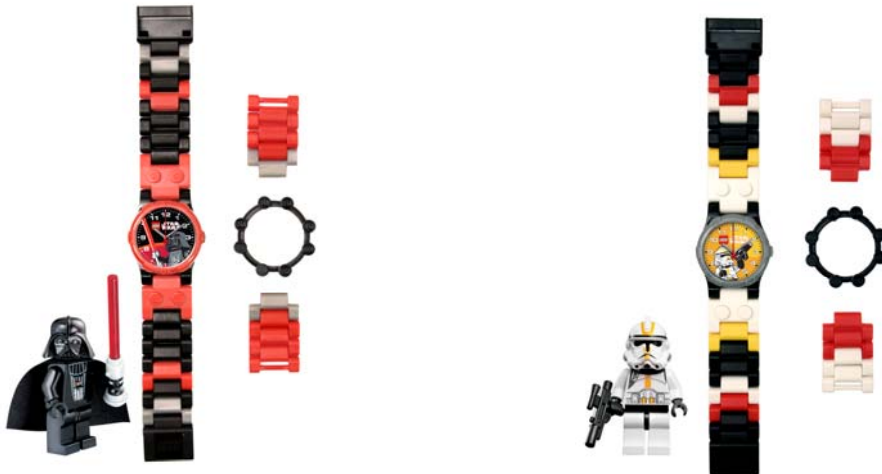
## PRESS RELEASE

### LEGO® timepieces meet Star Wars in a brand new adventure

The Netherlands, October 2007 – **At the upcoming TFWA, Gerzon Duty Free is delighted to introduce LEGO® Star Wars timepieces to the press (booth F24)! Celebrating 30 years of Star Wars, 2007 sees the launch of a brand new LEGO® Star Wars watches collection, combining two global brand classics.**

#### NEW! LEGO® Star Wars Watches

It is with great pleasure and honour that Gerzon Duty Free announces the introduction of LEGO® Star Wars Timepieces to the Duty Free and Travel Retail world! The unique creativity and buildability of the LEGO® brand, together with unforgettable characters and stories of the Star Wars universe, makes these LEGO® timepieces ideal for builders and collectors alike.



Star Wars Dart Vader Watch

Star Wars Storm Trooper Watch

#### Truly Unique Watches

The Star Wars Lego mini figure makes these LEGO Star Wars watches truly unique. Each watch features a scratch resistant mineral crystal lens, Japanese quartz movement, and are water resistant up to 50m.

This unique concept of tough wearing watch design shares LEGO's product values of creativity, imagination, learning, quality and most of all fun! Enter the Star Wars universe and rule the galaxy!



### **Availability and guarantee**

A massive global and well-trusted brand, all LEGO® watches come with a 2-year manufacturers guarantee (1 year outside the EU). With a hugely strong following among children and adults, LEGO® watches fit perfectly as an ideal way to build and battle through the Star Wars Trilogy.

LEGO® Star Wars watches are exclusively distributed in the Travel Retail market by Gerzon Duty Free.

### **For further information**

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### **About Gerzon Duty Free**

Gerzon Duty Free is a business unit of Gerzon Holding, a family company with more than 30 years of retailing experience. Besides the LEGO® products, Gerzon Duty Free supplies many travel retail companies and other tax-free sales outlets worldwide with its own accessories brand Vivaldi. Gerzon creates the collection especially for the travel retail market and also attends to all aspects of marketing and sales service. Gerzon carries two other business units: Gerzon Import and Gerzon Schiphol. Gerzon Import is a leading distributor of fashion accessories for the local market. Gerzon Schiphol holds the fashion concession at Amsterdam Airport Schiphol, where Gerzon carries a range of world-famous brands in ladies', men's and children's wear and accessories.

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