



TAG Heuer
SWISS AVANT-GARDE SINCE 1860

Leonardo DiCaprio and TAG Heuer Partner to Help the Environment

Two Join Forces to Support NRDC and Green Cross International

TAG Heuer is proud to present its newest ambassador: Leonardo DiCaprio.

January 29, 2009 —TAG Heuer today introduced actor and environmental activist Leonardo DiCaprio as its newest ambassador. The three-year agreement is a unique one for TAG Heuer and DiCaprio, with the royalties generated from the deal going to support the Natural Resources Defense Council (NRDC) and Green Cross International. In addition, a multi-million dollar commitment from Mr. DiCaprio will go to support environmental charities.

“TAG Heuer is a strong brand with a proven commitment to doing good,” said DiCaprio. “It is a great day when a company as respected as TAG Heuer explores a different way to do business—selling products and giving back at the same time. I’m very excited to start this new partnership.”

DiCaprio’s willingness to push limits has made him one of the most exciting actors in Hollywood. This same quality fuels his passion for the environment. A deeply engaged activist, DiCaprio has a long history of environmental philanthropy. Co-writer, co-producer and narrator of *The 11th Hour*, a well-received 2007 documentary on the world’s eco-system, DiCaprio speaks regularly on ecological issues and is a prominent board member of NRDC.

DiCaprio’s commitment to sustainability and children in need will be the cornerstones of his partnership with TAG Heuer over the next three years.

“TAG Heuer and I will be making donations to NRDC and Green Cross International as well as other influential and effective environmental organizations,” says DiCaprio. “Each and every day, these organizations are doing important work to protect our planet’s resources for future generations. Hopefully, our donations will help expand their reach and raise their profile.”

“Leonardo DiCaprio is far more than an actor,” said Jean-Christophe Babin, CEO and president of TAG Heuer. “He is a man who wants to change the planet and improve the plight of children in need. He is contributing his skills and wealth to a better, smarter world.”



TAGHeuer
SWISS AVANT-GARDE SINCE 1860

Leonardo DiCaprio has won more acclaim than most actors of his generation. A three-time Oscar nominee, winner of a Golden Globe and a Silver Berlin Bear award for Best Actor for *The Aviator* and *Romeo + Juliet*, DiCaprio received in 2009 his 7th Golden Globe nomination for his latest film *Revolutionary Road*. In 1997, DiCaprio achieved mythic box-office status as Jack Dawson in *Titanic*, history's highest-grossing film. On the strength of this one film alone, DiCaprio could have cruised from one mainstream blockbuster to the next.

He didn't.

Which is what makes DiCaprio the consummate TAG Heuer ambassador. Like TAG Heuer, DiCaprio is driven. Like TAG Heuer, DiCaprio takes risks.

TAG Heuer is proud to announce Leonardo DiCaprio as its ambassador because they share the same relentless drive to push innovation and exceed expectations, especially their own. TAG Heuer surpasses itself and its competitors with each new timekeeping device; Leonardo DiCaprio proves himself a more skillful and inventive actor with each new film he makes, and a more dedicated activist with each new environmental endeavor. It is in this spirit that TAG Heuer is proud to join forces with its newest ambassador, Leonardo DiCaprio.

Photos and press releases can be downloaded at:

<http://www.tagheuer.com/tools/lcd-new-ambassador-en/index.lbl>

Press contacts:

TAG Heuer:

press@tagheuer.com

Leonardo Di Caprio:

Shawn Sachs

Sunshine, Sachs & Associates

+1 212-691-2800

Sachs@sunshinesachs.com

TAG Heuer, the leader in prestigious sports watches and chronographs since 1860, is one of the largest and fastest growing luxury Swiss watch brands. The Swiss watchmaking legend draws upon its active engagement in the world of sports to create the most accurate measuring instruments and sports watches in the world. TAG Heuer is the first watchmaker ever to master luxurious chronographs with an unsurpassed precision of 1/10th, 1/100th and 1/1,000th of a second. From the Olympic Games in the 1920s to its role as official timekeeper to within 1/10,000th of a second for the legendary Indy 500, TAG Heuer, in a constant quest for innovation, excellence, performance and prestige, continues to aim ever higher, as reflected by its 6-year partnership with 2008 Formula 1 World Champion, Vodafone McLaren Mercedes driver Lewis Hamilton and its 25-year partnership with team McLaren and its drivers Lewis and his teammate Heikki Kovalainen. TAG Heuer, more than ever, epitomizes prestige and performance through partnerships with 2007 F1 World Champion & Scuderia Ferrari F1 driver Kimi Räikkönen, world number 1 golfer Tiger Woods and WTA tennis star Maria Sharapova, Nascar idol Jeff Gordon, F1 driver and Eyewear ambassador Sébastien Bourdais, F1 driver Sebastian Vettel, as well as Hollywood icons Leonardo DiCaprio and Bollywood star Shah Rukh Khan.

TAG Heuer is a privileged member of the Fondation de la Haute Horlogerie (FHH), the most exclusive club in the Swiss watchmaking industry.