

CASIO G-SHOCK ANNOUNCES PARTNERSHIP WITH BURTON SNOWBOARDS AND UNVEILS NEW COLLABORATIVE MUDMASTER MODEL

New MUDMASTER Comes with Snow-Covered Tree Camouflage Pattern on the Band



GG-B100BTN-1A

Norderstedt, Feb 20, 2020 – Today, Casio G-SHOCK unveiled it is teaming up with renowned snowboard brand, Burton, to release a limited-edition MUDMASTER timepiece. The GG-B100BTN-1A was designed to tie in the rugged conditions that the models are built to withstand, with the snowy mountain landscape that professional snowboarders experience every day.

An updated take on the popular MUDMASTER line up, the model's band features a snow-covered tree camouflage pattern from the British Columbia forests, inspired by the work of world-renowned snowboard photographer, Dean Blotto Gray. The watch also includes the brand's logo debossed on the band keeper.

Along with the one-of-a-kind timepiece, the GG-B100BTN-1A arrives in custom packaging, tying in the unique snowy mountain pattern on the watch band as well as the logos of the two legendary brands.

"It's the upmost honor to collaborate with G-Shock and Burton two amazing brands doing great things for outdoor enthusiasts" said Dean Blotto Gray. "Having my work featured on the new Burton x G-Shock Mudmaster Watch is a total joy, and I look forward to sharing it with the world."

The GG-B100BTN-1A boasts features unique to the MUDMASTER line up of men's timepieces, including a Carbon Core Guard Structure and three-layered carbon-insert bezel that is mud and dust resistant, as well as large textured buttons to provide slip-resistance and ease of use even while wearing gloves.

The timepiece also comes equipped with the latest technical capabilities in location and step-tracking. For example, as part of the timepiece's Bluetooth® connectivity capabilities via the G-SHOCK Connected App, a special function within the app provides a location

indicator, mission log memory, location memory, step tracker, sunrise and sunset time and more. Built in Quad sensor technology of a compass, altimeter/barometer, thermometer and accelerometer, make the new timepiece the perfect companion for the tough, snowy conditions both on and off the slopes.

The model also comes equipped with G-SHOCK technology including:

- 200M water resistance
- Shock resistance
- World Time (38TZ/38 Cities)
- Auto Double LED Super Illuminator lights
- 5 daily alarms
- 1/100th Second Stopwatch
- Countdown Timer

About BURTON

BURTON is a manufacturer of snowboards that is headquartered in Vermont, U.S.A. The company was established in 1977, and in the 43 years since then it has become the largest snowboard brand in the world. Burton's snowboarder team includes Shaun White, winner of the men's half-pipe gold medals at the 2006 Turin, 2010 Vancouver and 2018 PyeongChang Winter Olympics

■ Official Links (International - English)

<http://world.g-shock.com/asia-mea/en/>

■ Product detail

https://products.g-shock.com/asia-mea/en/_detail/GG-B100BTN-1A/

■ CASIO G-SHOCK Youtube Channel

<https://youtu.be/hrZc4mT4C2U>