

Paris - OMEGA, the esteemed Swiss watchmaker and Official Timekeeper of the Olympic Games, proudly commenced the one-year countdown to Paris 2024 in a momentous event today.

Nestled beneath the iconic beams of the Eiffel Tower, at Port de la Bourdonnais in Paris, OMEGA revealed its striking new Countdown Clock. Poised to track the hours, minutes, and seconds leading up to the much-anticipated Opening Ceremony on July 26th, 2024, the clock is a symbol of anticipation and excitement for the upcoming Games.

The auspicious occasion saw Raynald Aeschlimann, President and CEO of OMEGA, warmly welcome esteemed guests, including Thomas Bach, President of the International Olympic Committee, and Tony Estanguet, President of Paris 2024. Together, they jointly unveiled the Countdown Clock, setting it into motion amid a surge of enthusiasm.

Reflecting on the event, Raynald Aeschlimann stated, "With the Olympic Games, we always feel the energy and excitement when there's one year to go. The athletes start dreaming, and of course, our timekeepers start to finalize their preparations. I'm certain that Paris 2024 will be an event to remember."

In agreement, Thomas Bach emphasized the crucial role of precise timekeeping for The Olympic Games and commended OMEGA's unwavering dedication for over 90 years in ensuring accurate recording of athletes' results, etching them into Olympic history.

Tony Estanguet, drawing from his personal experience as an athlete, expressed, "As an athlete, the final year before the Games is crucial for your preparation, I remember it as if it was yesterday. Whether you are an athlete or a sports enthusiast, with one year to go, the emotions start to build and all you can think about is the Games. In the heart of the city of light, the Paris 2024 Games will be spectacular, iconic, and memorable, and they will be wide open. It's great to have such a partner as OMEGA and to be part of this countdown event. Together, our dreams will get bigger!"

The Countdown Clock, taking inspiration from the Paris 2024 emblem, features a central flame design encircled by a golden ring. Designed specifically for this occasion, the structure promises to amplify excitement and anticipation across the city, visible both during the day and illuminated at night.

With an illustrious history spanning 31 Olympic Games since 1932, Paris 2024 marks yet another significant milestone for OMEGA as the esteemed brand continues to introduce groundbreaking timekeeping technologies in the world of sports, capturing the dreams of

the finest athletes across the globe.