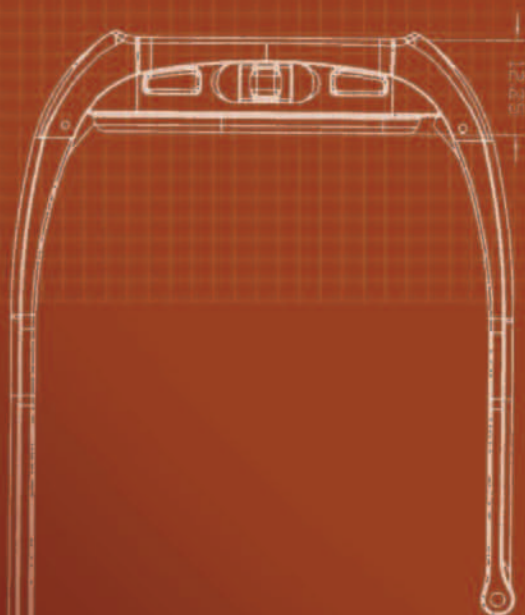
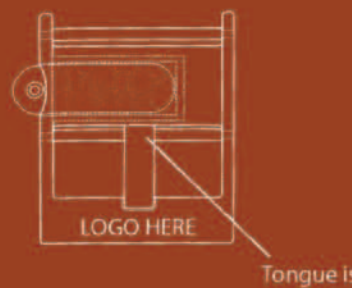




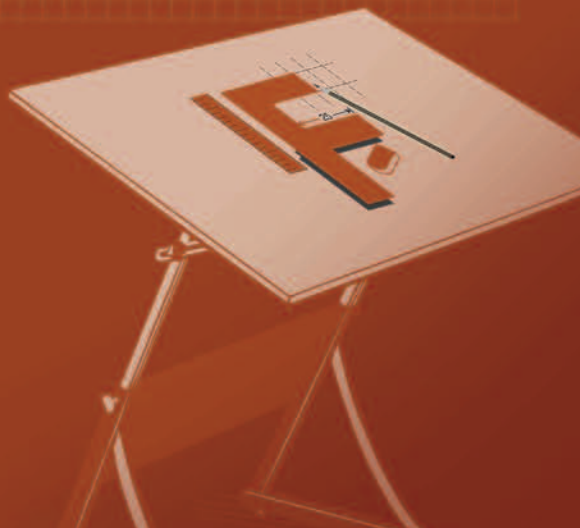
*truly inspired*

A diagram illustrating the anatomy of a serif font. The word "Custom" is shown in a large, bold serif typeface, and the word "Projects" is shown in a smaller, italicized serif typeface. The diagram includes several labels with arrows pointing to specific parts of the letters:

- Loop/Lobe:** Points to the top curve of the capital 'C' in "Custom".
- Ascender:** Points to the vertical stem of the lowercase 't' in "Custom".
- Counter:** Points to the interior space of the lowercase 'o' in "Custom".
- Cap height:** Indicated by a double-headed vertical arrow showing the height from the baseline to the top of the capital 'C'.
- x-height:** Indicated by a double-headed vertical arrow showing the height from the baseline to the top of the lowercase 'x' in "Projects".
- Projects:** Points to the bottom of the lowercase 'j' in "Projects", which extends below the baseline.
- Descender:** Points to the vertical stem of the lowercase 'j' in "Projects".
- Baseline:** Points to the horizontal line that serves as the foundation for the letters.



SPECIAL MARKETS DIVISION



## PROGRAM DETAILS

### PRICE RANGE

From \$1 – \$500

We build custom projects around your customer's budget.

### LEAD TIME

*CAN VARY PER PROJECT*

30-45 days for a pre-production sample.

60-90 days for final production.

### MINIMUMS

Product and packaging minimums range from 500-1,000 depending on the project.

### PRODUCT

*NOT JUST WATCHES*

We can develop a custom watch program in varying price ranges, but also consider leather goods, sunwear, clocks... use your imagination.

\*see page 10

### PACKAGING

Don't forget about our world famous packaging! Fossil has brought some of the most innovative packaging to retail and corporate: tin, wood, poly-resin and paper.

#### PACKAGING MINIMUMS

Paper	500
Poly-resin	1,000
Wood	1,000
Tin	500 (existing sizes)
	5,000 (new size)

### GIFT SET

*MAKES A GREAT GIFT!*

Bundle multiple products into one package, such as a small leather item with a custom watch.

\*see page 5

## CONTACT INFORMATION

To discuss these unique programs in more detail, contact your Fossil Region Sales Manager.

toll free 800.699.9580

email [specialmarkets@fossil.com](mailto:specialmarkets@fossil.com)

web [www.fossil.com/speedy](http://www.fossil.com/speedy)

## Pier 1 imports®

With the launch of a new ad campaign, Pier 1 Imports wanted to give employees a cool gift. With a small budget per item, Fossil designed this inexpensive, fun & colorful watch that will be handed out to 20,000 employees at Pier 1 Imports. Minimum for this type of project will vary.







## Success Story

WHO | Phoenix Suns

USED FOR | This gift was used for 20-year season ticket holders of The Phoenix Suns.

PRODUCT | The men's and women's leather strap watches feature an applied metal Phoenix Suns logo on the dial. The custom poly-resin basketball package contains either the men's or women's watch along with a certificate of authenticity and warranty booklet.

QUANTITY | 1,000 units were ordered for this project. Typical minimum for poly-resin packaging is 1,000 units.

## Success Story

WHO | Rat Fink

USED FOR | This project was designed for purchase on Ed "Big Daddy" Roth's official website. Ed "Big Daddy" Roth was an artist who created different characters, Rat Fink being his most popular. He has a unique following in the drag racing community and many collectors seek out his items for purchase.

PRODUCT | Custom designed watch featuring molded dial of the Rat Fink character. The leather strap is embossed with the R.F. initials and comes packaged in a custom tin decorated with Rat Fink images. Also packaged in the tin along with the watch is a Rat Fink character key chain. (Key chain not shown)

QUANTITY | 1,000 pieces were ordered for this project. Minimum for an existing tin size is 500. New size tins will have a minimum of 5,000 pieces.







## Success Story

WHO | Fed Ex Orange Bowl – 2005 NATIONAL CHAMPIONSHIP GAME

USED FOR | Fossil created this unique limited edition set that was given out as a gift from the Orange Bowl to the players and coaches of the two invited teams. The 2005 Fed Ex Orange Bowl featured the top 2 teams in college football playing in the NATIONAL TITLE GAME.

PRODUCT | The men's and women's watches come with a custom dial featuring the Orange Bowl logo as an applied metal piece. Also included in this package are embossed men's and women's wallets. The custom cigar box packaging features the Fed Ex Orange Bowl logo along with unique graphics and Orange Bowl history.

QUANTITY | 800 units were ordered for this event.  
Minimums vary based on project.

## Success Story

WHO | The Hormel Foods Corporation. Brand: Hormel Dilusso Genoa.

USED FOR | Hormel dealer incentive

PRODUCT | This gift makes a bold statement to the recipients. The custom watch features a genuine leather dial embossed with the Yankees logo. Along with the watch comes a custom wooden bat packaging featuring the Hormel Foods logo.

QUANTITY | Typical minimum for this type of project is 1,000 pieces.







## Success Story

WHO | NAPA Auto Parts

USED FOR | Unique dealer loader used to drive sales at NAPA auto parts stores. Program tied in NAPA's 75th anniversary.

PRODUCT | The limited edition set includes a custom pocket watch, and a silver custom NAPA parts statue. The packaging displayed the 75 year history captured by a custom storybook with insert page detailing NAPA's success.

QUANTITY | The minimum order for this type of project is 500-1,000. Minimums vary per project.

## Success Story

WHO | Super Bowl XXXVIII

USED FOR | This unique gift was designed with the location of the Super Bowl in mind, Houston. The watch and packing were handed out as media gifts for the game and all events surrounding the Super Bowl.

PRODUCT | Watch features an image of the state of Texas and the Super Bowl logo positioned over the city of Houston. The tin packaging has the Super Bowl logo on the lid and contains the watch, certificate of authenticity and warranty booklet.

QUANTITY | Over 2,000 units were ordered for the event.  
Minimums vary on project type.







## Success Story

WHO | Adrenaline

USED FOR | To create recall with doctor's offices, nurses and staff.  
The breakaway clock is a great idea for giveaways at trade shows.

PRODUCT | A sheet contains nine mini clock modules that are small, light weight and showcase company logos. Each module easily snaps away from the sheet and can be adhered by a magnet or adhesive sticker. There is a two-year battery included so the product will have a nice presence that leads to longer brand recall.

QUANTITY | Minimum order is 1,000 sheets/9,000 clocks.

## Success Story

WHO | TGI Friday's restaurant chain

USED FOR | TGI Friday's wanted a new and creative gift for their employees.  
These are two gifts created by Fossil for an on-going employee gift program.

PRODUCT | The first gift was a deck of playing cards with TGI Friday's design and logo on the back of each card as well as on the lid of the tin packaging. The other item is an octagon shaped paper box with a calculator inside that features the TGI Friday's logo.

QUANTITY | 10,000 custom set of playing cards were created the first year followed by 10,000 custom calculators the next year.





put your ideas on paper...

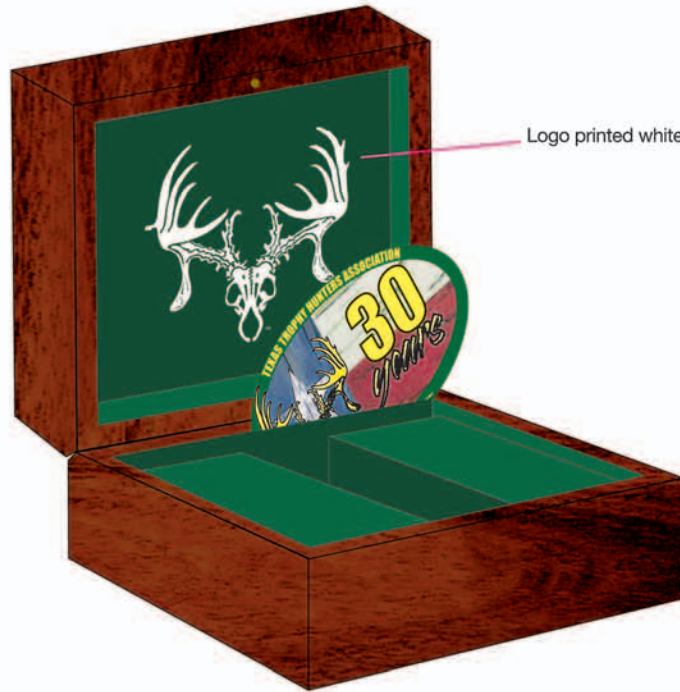
recieve a *FREE* computer design proof



This was designed especially for Texas Trophy Hunters Association by Fossil

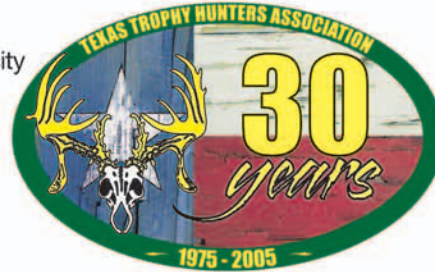
**Packaging:**

- Stained wood flip top box
- Removable felt insert
- Removable paper parts



Logo printed white

Certificate of Authenticity  
Printed CMYK



FRONT



Warranty  
Printed CMYK



BACK



This artwork is the property of Fossil.

Comp: TTHA Pkg comp 1.1  
Date: 01.01.05



To locate your Regional Manager call

1.800.699.9580

or email

[specialmarkets@fossil.com](mailto:specialmarkets@fossil.com)