



PAC-MAN FEVER AT RJ-ROMAIN JEROME!

READY! RJ-Romain Jerome is once again taking you on a crazy round of video games with a limited series of 80 watches designed after the cult PAC-MAN™. In association with NAMCO BANDAI Games Inc. RJ-Romain Jerome is bringing the famous insatiable yellow character back to life with four series of 20 pieces paying tribute to this generational flagship Eighties icon. **INSERT COIN**

Created by Toru Iwatani (a game designer of NAMCO) and released by NAMCO LIMITED, the predecessor of NAMCO BANDAI Games Inc., in 1980 in Japan, PAC-MAN followed the huge success of SPACE INVADERS by touching an even larger audience and which for the first time featured women. The concept is universal and a legend is born – a hero who throws himself into an unbridled hunt for ghosts in the midst of coloured fruits, in a quest for "pac-dots" and "power pellets" spread all over a pixelated labyrinth. When the game came out in the United States, its popularity overtook that encountered in Japan, resulting in an unprecedented craze called "PAC-MAN FEVER". With over 300,000 arcade game units sold all over the world, this is probably one of the most popular games of all time. **SELECT PLAYER** Manuel Emch, CEO of RJ-Romain Jerome, belongs to the PAC-MAN generation and is delighted to revive the game addiction of the generation of fans marked by this extraordinary game.

LET'S PLAY... Having inherited the highly distinctive case of the Moon Invader collection, a circle in a cambered 46 mm square, the PAC-MAN watches also feature steel fused with fragments of Apollo 11. The four ball-and-socket joints at the corners of the case are functional and designed like the legs of the lunar landing module in American lunar expeditions. Boasting a highly sophisticated construction, and mounted on axles anchored in the case, these ball-and-socket joints hold the lugs of the rubber straps and their mobility make the watch easily adaptable to all wrist sizes. On the back of the watch, a disc made of Moon Silver^{RJ} – a low-oxidation silver fused with moon rocks – reproduces the surface of the Moon. Each of the three dial levels is engraved with a pixelated matrix. The lower two levels are beadblasted, while the upper level features straight-grained edges. The characters and fruits adorning the dial stem from meticulous craftsmanship. Machined piece by piece, applied by hand and gem-set, they are subsequently lacquered with different colours or with black superluminova "green emission", thus recreating actual game sequences. **POWER UP!**

HIGH SCORE! In June 2005, the Guinness Book of Records awarded PAC-MAN as the "most successful coin-operated game machine". Today, more than 30 years after it came out, this game is still renowned and loved all over the world.

Get caught up in the "PAC-MANIA" and come to discover the four versions of the ultimate geek chic time-piece exclusively at colette, in Paris, from September 3 to 8. The pixelated characters will be on show at all RJ-Romain Jerome points of sale from September 10. **YOU'LL EAT IT UP!**

Contact: Charlotte Balmelle-Firquet / PR / media@romainjerome.ch

PAC-MAN™ & © NAMCO BANDAI Games Inc.

ABOUT NAMCO BANDAI GAMES INC.

NAMCO BANDAI Games Inc., a part of NAMCO BANDAI Holdings Inc., is a leading global publisher and developer of interactive contents – including all major video game consoles, amusement machines (arcade products) and network platforms such as mobile and online. The company is known for creating and publishing many of the industry's top video game franchises, including PAC-MAN™, Tekken™, SOULCALIBUR™, NARUTO™, NARUTO SHIPPUDEN™, Dragon Ball™, GALAGA™, RIDGE RACER™ and ACE COMBAT™.

More information about the company and its products can be found at <http://www.bandainamcogames.co.jp/english/>

ABOUT PAC-MAN™

Since its launch as an arcade game, PAC-MAN has been developed for numerous platforms and spawned many sequels. Recent game releases include PAC-MAN Party for Wii and PAC-MAN Championship Edition DX for PS3/XB360, the arcade games PAC-MAN Battle Royale and PAC-MAN Arcade Party, and multiple titles for mobile devices (iPhone/iPod Touch, PC, PC Online Game, SNS).

The official PAC-MAN web site is available at <http://pacman.com/>

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ABOUT RJ-ROMAIN JEROME

Air, earth, sea: RJ-Romain Jerome offers the raw energy of imagination to those who are capable of nurturing their most secret dreams. Born at the dawn of the 3rd millennium, RJ-Romain Jerome creates the watches of the new horological era. The magic of the moon, the power of lava, and underwater mysteries are the poetic driving forces behind this creative explosion.

Whether through recovering steel from the Titanic or from the Apollo 11 space shuttle, mingling silver with moon dust or sculpting volcano lava, RJ-Romain Jerome asserts its iconoclastic spirit and electrifies tradition by celebrating contemporary legends. Its approach is characterised by a blend of raw character and elaborate refinement, drawing as much on the roar of an erupting volcano as on the writings of H.G. Wells.

A taste for adventure, an all-conquering spirit and visionary avant-gardism merge with the realm of the imagination in the "Titanic-DNA", "Moon Dust-DNA" and "Eyjafjallajökull-DNA" collections. These three worlds exalt contemporary horizons through a resolutely masculine and contemporary touch. From the ocean depths to the immensity of space, from incandescent lava to age-old minerals, the RJ-Romain Jerome collections are far more than just astonishing watches: they define a new era in watchmaking.

Offering every man a chance to explore a dreamlike new dimension, they also embody the values of their times: a sense of distinctiveness, a need for speed, and a spectacular yet discreetly sophisticated aura of virility.

Air, earth and sea: it is now up to everyone to find his own universe, and to give substance to his dream and to his own vision of Time.

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RJ.M.AU.IN.009.01



RJ.M.AU.IN.009.02



RJ.M.AU.IN.009.03



RJ.M.AU.IN.009.04



PAC-MAN

Caliber RJ001-A
Mechanical self-winding movement

Frequency 28,800 vph

Jewelling 23 jewels

Power reserve 42h

Water resistance 30 meters

Functions Central hours and minutes

Case Ø46mm

Black PVD-coated steel

Lugs fitted with safety screws and integrated ball-and-socket joints for optimal wrist adjustment

Case with integrated back, including elements of Apollo 11

Grainy-textured stellar-patterned back with medallion in Moon Silver^{RJ} representing the Moon

RJ safety screw on the case-back, exclusively accessible to watchmakers

Screw-lock crown

Dial Black 3D dial built on three levels engraved with a pixelated matrix. The lower two levels are beadblasted and the upper level features straight-grained edges. Pixelated characters and fruits lacquered with different colours or with black superluminova "green emission"

Hands Oxydised black and polished, with superluminova "blue emission"

Strap Black rubber

Grainy-textured interior of stellar-patterned strap

Buckle Black PVD-coated steel

Limited edition 4 versions of 20 pieces

Retail price CHF 15,555.-* / EUR 13,800.-* / USD 17,900.-*

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* RJ-Romain Jerome reserves the right to change prices without prior notice

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