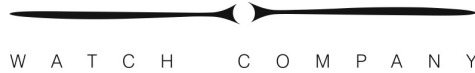


BREMONT



W A T C H C O M P A N Y

World Champion Freediver Sara Campbell returns to reclaim her World Records sporting the latest timepiece and first divers' watch from Bremont, the British luxury watch brand - The Supermarine 500

March 2009

Following the announcement in November 2007 that the British World Champion Freediver, Sara Campbell would be working with Bremont to develop a testing programme for their range of mechanical watches, Bremont can now confirm that Sara will be sporting the latest addition to the Bremont collection, the Supermarine 500, as 2009 sees her returning to reclaim her World Records in her quest to be the first woman to dive to sub 100m on one breath.

In March 2009 Sara Campbell, 36, who shocked the world by setting three World Records within 48 hours, just nine months after starting the extreme sport of freediving, announced her quest to become the first woman ever to dive to sub100m on just one breath. After a stunning year in 2007, marking Sara's three World Records and seeing her become World Champion, she had to take an enforced break in training and record-breaking due to her mother's death in 2008. Sara said:

"It is impossible to train without 100 percent mental focus and last year that just wasn't possible. I had to sit by and watch as my World Records were taken from me, but I am determined to be the first woman to dive to sub100m in Constant Weight. I know I can do it, it's not a matter of 'if' but 'when'."

Sara will be making her record attempts at this year's Vertical Blue competition from 1st April on Bahamas' Long Island. The freediving world will be, quite literally, holding their breath to see if Sara can repeat her amazing feats of 2007.

Bremont set up a testing program which started the extensive development cycle for this new range of marine watches, also testing the current range of aviation watches which are all designed to go down to 100m. A controlled test program enables Bremont to not only examine the water resistance but also the dial and strap designs.

Giles English- Bremont Co-Founder:

"Sara is one of Britain's great sports personalities and for Bremont she epitomises adventure with understated achievement. Bremont however is also looking beyond the association benefits, rarely does a watch get tested out of a laboratory down to these depths but Sara does it three times a week."

Sara Campbell:

"Working with Bremont is an ideal start to my professional career, as we have both achieved a great deal in a relatively short period of time. Bremont has proven its calibre as the best of British in luxury watches. I enjoy diving in their beautiful watches and look forward to taking the new Supermarine down with me in April!"

www.bremont.com

BREMONT



For further press information and images, to arrange interviews with Nick and Giles English or to obtain samples for editorial photography, please contact Rebecca Reed at Fraser Brand Innovation on +44 207 349 8703 or email rebecca@fraserbrandinnovation.co.uk

Notes to Editors:

Background on Bremont:

- Bremont is the creation of brothers Nicholas and Giles English, who have a shared passion for aviation.
- Following the success launches of their core collections the ALT1-C, the ALT1-P, the ALT1-Z, the BC-F1 and the BC-S1 & S2 the Supermarine 500, launching Summer 2009, will mark the release of the first British marine watch currently available commercially.
- The Supermarine 500 is the first Bremont marine watch and is effective as a diving watch, as well as maintaining its aviation roots, named as a tribute to the iconic British aircraft manufacture responsible for the Supermarine S6B Schneider Trophy Seaplane and the Supermarine Spitfire. It has a very special shock absorption system in the movement mounting and a faraday cage around the movement.
- Each Bremont timepiece is manufactured and assembled by hand in the Bremont workshop in Switzerland, with several parts being finished in the UK. Every watch released from the Bremont atelier is chronometer tested.
- Bremont watches are crafted on three principles: Individuality, Precision and Durability.
- Prices range from £2,150- £3,350.
- Retail outlets include Harrods, Selfridges, and Barneys NY

Background on Sara Campbell:

With only nine months training in the sport of freediving, Sara, amazingly, was already the three-times World Record holder in the deep disciplines, and brought home Gold at the World Championships in Constant Weight in November 2007. She also holds eleven British records.

Her World Records were -90 metres Constant Weight, -81 metres Free Immersion and -56 metres No Fins.

She lives in the Bedouin village of Dahab, famous for the Blue Hole, a 95 metre vertical rift in the coral table, which provides perfect conditions for freediving.