



For Immediate Release

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VISION CREATIVE GROUP, INC. NAMED ADVERTISING AGENCY OF RECORD FOR CASIO, INC.

June 2005 - Cedar Knolls, NJ – Casio, Inc. has named Vision Creative Group, Inc. as an agency of record for several of their key business units; Time Piece and Quality Video. In this role, Vision will provide marketing, media and advertising support on new and existing brands including Exilim® Digital Cameras, and G-Shock® Watches.

Vision Creative Group has been operating in NJ for over 18 years as a successful advertising agency producing a wide range of creative and communication services. Recent acquisitions have further expanded the agency's capabilities to include full-scale advertising and promotion development, as well as media planning and placement. For the past year, Vision has been working with Casio on strategic positioning and brand development, which in turn led to the agreement between the two companies.

Andrew Bittman, President of Vision Creative Group explained, "Vision is very excited about our new role. It will allow us to further tap into our strong creative department for new ideas in both print and online, that are creative, impactful and memorable."

Vision Creative Group, a Traditional Advertising and Interactive Agency, offers a wide range of creative, marketing and online services to national and international consumer product and business-to-business companies. Formed in 1987 and located in Cedar Knolls, NJ, Vision was ranked as the number 26 Advertising Agency in New Jersey by njbiz in their 2005-2006 Book of Lists.