



For Immediate Release

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VISION CREATIVE GROUP MAKES A HUGE WAVE IN NYC WITH THE LAUNCH OF OCEANUS® TIMEPIECES

May, 2005 – Cedar Knolls, NJ – OCEANUS®, an entirely new brand of men's watches featuring Atomic timekeeping, Solar powered batteries and classic Chronograph movement, enters the US market through a New York City launch campaign with Vision. The advertising message utilized a massive "headband" beauty shot of the watch face/band positioning the product as hero, allowing the watches' key technological features and top quality materials to be clearly conveyed - cutting through the visual clutter in the busy New York City urban environment.

The media aimed the message at New York area professionals, via commuting media channels, such as the New York Waterway ferries and buses, city wide trains and bus shelters. Having successfully launched OCEANUS® in Manhattan, Vision will ensure that the brand continues to make a splash in other major US cities during 4th Qtr. 2005 and the coming year.

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.