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Headline: Tissot becomes top player in the World of Basketball after partnering with CBA.

SHOWS: NEW YORK CITY, NEW YORK (RECENT) (ACTUA PR – ACCESS ALL)

**NEWS EDIT**

1. NBA COMMISSIONER ADAM SILVER, TISSOT PRESIDENT FRANCOIS THIEBAUD, PRESIDENT OF THE INTERNATIONAL BASKETBALL FOUNDATION (IBF) YVAN MAININI AND DIRECTOR SUMMER SPORTS, HEAD OF BASKETBALL, BOARD MEMBER INFRONT CHINA BENEDIKT VON DOHNANYI ALL POSING FOR PHOTOS
2. (SOUNDBITE) (English) BENEDIKT VON DOHNANYI, DIRECTOR SUMMER SPORTS, HEAD OF BASKETBALL, BOARD MEMBER INFRONT CHINA, SAYING:  
"First of all Tissot was a great partner when we started the CBA, at very beginning when Infortn was first coming to China. It was a fantastic partner to have in terms of activation. They bring a lot of innovations, they bring a lot of experience and they really know how to activate around the sport and that's something that we are looking forward to and we are really happy to welcome them back."
3. (SOUNDBITE) (English) FRANCOIS THIEBAUD, TISSOT PRESIDENT, SAYING:  
"If you really want to be global if Tissot wants to be the one that covers the world of basket, if you get the FIBA, if you get the World Championship, the European Championship, if you get the NBA, which is the biggest basketball player and if you add CBA we are really global."
4. THIEBAUD AND SILVER POSING FOR PHOTOS
5. A WATCH WITH NBA LOGO AT THE BACK
6. (SOUNDBITE) (English) BENEDIKT VON DOHNANYI, DIRECTOR SUMMER SPORTS, HEAD OF BASKETBALL, BOARD MEMBER INFRONT CHINA, SAYING:  
"The CBA as a federation and as a League is looking constantly to improve and I think with Tissot's technology in terms of timing that is a perfect piece of how we can show and how Tissot can show how we can upgrade the platform and upgrade basketball in China."
7. THIEBAUD AND MAININI WALKING
8. (SOUNDBITE) (French) YVAN MAININI, PRESIDENT OF THE INTERNATIONAL BASKETBALL FOUNDATION (IBF), SAYING:  
"I think that in a way Tissot is clearly identified today as the person in charge of time for FIBA. It represents the instantaneous time during the games, and I think that it will also represent time on the long-term"
9. TISSOT SIGN ZOOM OUT TO PEOPLE IN LOUNGE

**INTERVIEW WITH BENEDIKT VON DOHNANYI**

10. (SOUNDBITE) (English) BENEDIKT VON DOHNANYI, DIRECTOR SUMMER SPORTS, HEAD OF BASKETBALL, BOARD MEMBER INFRONT CHINA, SAYING:

“First of all Tissot was a great partner when we started the CBA in 2005, actually it was 2007 but they came in at very beginning when Infort was first coming to China. It was a fantastic partner to have in terms of activation and showing some of our Chinese partners what’s possible in terms of sports sponsorship and at the end of the day that’s the most important for us. They are a long term partner of Infort also in another sports, they bring a lot of innovations, they bring a lot of experience and they really know how to activate around the sport and that’s something that we are looking forward to and we are really happy to welcome them back.”

11. (SOUNDBITE) (English) BENEDIKT VON DOHNANYI, DIRECTOR SUMMER SPORTS, HEAD OF BASKETBALL, BOARD MEMBER INFRONT CHINA, SAYING:

“I mean it’s a same, kind of progressing what we did originally with them, now the shot-clock branding, the CBA as a federation and as a League is looking constantly to improve and I think with Tissot’s technology in terms of timing that is a perfect piece of how we can show and how Tissot can show how we can upgrade the platform and upgrade basketball in China.”

**INTERVIEW WITH FRANCOIS THIEBAUD, TISSOT PRESIDENT**

12. (SOUNDBITE) (French) FRANCOIS THIEBAUD, TISSOT PRESIDENT, SAYING:

“With Tissot we already had a partnership with the CBA a few years back. And now that we have this partnership with the NBA, which is the most important partnership of basketball in the world, and the FIBA with whom we are partners since 2008, it makes sense that we have the basket globally. We have the World Championship, the European Championship where we can add the NBA and the CBA that is the Asian organization. This way Tissot becomes the international partner for basketball. Let’s not forget that in basketball there are the players, the ambassadors that are some of our clients, and we want for our clients the same values that basketball cultivates. There are going to wear our watches and they need to be proud that Tissot is the official partner of these 3 organizations, FIBA, NBA and CBA.”

13. (SOUNDBITE) (French) FRANCOIS THIEBAUD, TISSOT PRESIDENT, SAYING:

“Time precision is something basic for us, a watch doesn’t only measure time, a watch needs to be dressed. Dressed not only with material but it needs to be dressed emotional values. And basketball brings those values globally, which adds beauty to the product and makes our consumers proud to wear them.”

14. (SOUNDBITE) (English) FRANCOIS THIEBAUD, TISSOT PRESIDENT, SAYING:

“We already had a partnership with CBA a few years ago, now if you really want to be global if Tissot wants to be the one that covers the world of basket, if you get the FIBA, if you get the World Championship., the European Championship, if you get the NBA, which is the biggest

basketball player and if you add CBA we are really global. I mean FIBA and on each side NBA and CBA make Tissot global in basketball. Tissot is basket, a new world for us, but the world that I'm sure our ambassadors and our consumers will really enjoy and we will enjoy ourselves."

#### **INTERVIEW WITH YVAN MAININI**

15. (SOUNDBITE) (French) YVAN MAININI, PRESIDENT OF THE INTERNATIONAL BASKETBALL FOUNDATION (IBF), SAYING:  
"I think that the partnership between Tissot and FIBA is of great value, because it allowed to the younger ones to be acknowledged through the watches that the 5 best ones received, during the MVP, the youth championships and senior championships. I think the young ones are more sensitive to this because we invest in them for the future. I hope it's a partnership that will carry on."
16. (SOUNDBITE) (French) YVAN MAININI, PRESIDENT OF THE INTERNATIONAL BASKETBALL FOUNDATION (IBF), SAYING:  
"I think that in a way Tissot is clearly identified today as the person in charge of time for FIBA. It represents the instantaneous time during the games, and I think that it will also represent time on the long-term"

#### **INTERVIEW WITH ADAM SILVER, NBA COMMISSIONER**

17. (SOUNDBITE) (English) ADAM SILVER, NBA COMMISSIONER, SAYING:  
"I think we're just getting started, it's especially wonderful to have a global relationship with the global brand like Tissot and it only signifies that the NBA is becoming increasingly global in our scope, and our goal as we continue to grow our industry is to spread NBA basketball throughout the world and no better way to do it then the partnership with a brand like Tissot."

#### **B-ROLL**

18. NBA COMMISSIONER ADAM SILVER, TISSOT PRESIDENT FRANCOIS THIEBAUD, PRESIDENT OF THE INTERNATIONAL BASKETBALL FOUNDATION (IBF) YVAN MAININI AND DIRECTOR SUMMER SPORTS, HEAD OF BASKETBALL, BOARD MEMBER INFRONT CHINA BENEDIKT VON DOHNANYI ALL POSING FOR PHOTOS
19. TISSOT BASKETBALL AND VON DOHNANYI IN THE BACKGROUND
20. MORE OF VON DOHNANYI TALKING TO PEOPLE
21. MAININI AND THIEBAUD WALKING
22. SILVER AND THEIBAUD TOGETHER SHOWING THE NEW NBA WATCH
23. THE WATCH WITH NBA LOGO AT THE BACK
24. LOUNGE AT MADISION SQUARE GARDEN

#### **STORY:**

The exclusive marketing partner of China's CBA Professional Basketball League, Infront Sports & Media, has announced on Tuesday (November 17) that the Swiss watchmaker Tissot became the Official Timekeeper of the CBA League.

The 5-year agreement covers all games of the CBA League, including the play-offs and the hugely successful annual CBA All Star Game.

Tissot's initial commitment to basketball was in 2008 when it signed a deal with the International Basketball Federation (FIBA), which is the world governing body for basketball. The French NBA star Tony Parker was then added to the equation as one of Tissot's main brand ambassadors. In October it became first ever Official Timekeeper of the National Basketball Association (NBA).

With the newly signed partnership, of which Tissot was already Official Timekeeper in 2007, the Swiss watchmaker positioned itself as the global actor in the field of basketball timekeeping.

Basketball is the most popular televised sport in China, with every CBA League game shown with as many as 417 games between November and April. At the end of last season, the games totaled 1,015 hours of live signals, 41 editions of Daily Summaries totaling 20.5 hours of programs. The last match alone reached an audience of 191 million television viewers in china. This in mind, it was essential that they find a reliable partner to ensure precision timing at the highest level.

Tissot's timekeeping experience gained over the years with basketball was therefore a valuable asset for obtaining that role. Tissot will be implementing a new shot clock, which is one of the most essential features of the game.