



PRESS RELEASE

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Master of Swiss Web Award 2004

121TIME.com wins the award for the best Swiss website in 2004

A highly specialized jury voted 121TIME.com the 'Master of Swiss Web 2004' in Zurich in the famous Kaufleuten hall. Due to its innovative and challenging vision of bringing Swiss Watchmaking expertise to the net and allowing consumers to create their own unique timepieces, 121TIME.com supplanted established competitors by running away with this distinguished prize in its first ever participation.

This award represents a real success for the brand owner, Factory 121, based in Martigny, Switzerland! In the famous 'Kaufleuten' hall in Zurich, all felt the joy when the jury of the 'Best of Swiss Web Association' announced the winner's name of the fourth edition of best Internet project. Among the 800 guests, VIP's of the Internet field applauded when the three founders, Frederic Polli, Jean-Loup Ribordy and Daniel Morf, accepted the 'Master of Swiss Web 2004' prize.

A great accomplishment for such a small and innovative company:

Each year The 'Best of Swiss Web Association' rewards the best e-commerce, software engineering and Internet projects. During the ceremony, a highly experienced jury elects the candidates. Among the 272 projects presented in Zurich, 121TIME.com was nominated in the 'Business efficiency' and 'Online Marketing' categories and finally gained the supreme title 'Master of Swiss Web 2004'. '121TIME.com succeeded surprisingly with few resources', according to the jury. Also the readers of the 'Netzwoche' and the audience were filled with enthusiasm by 121TIME.com website; they elected it as the best Swiss website ever created. Frederic Polli, CEO stated '(he) is very proud of his company, as it is a big challenge to beat leading companies with big financial resources'.

121TIME.com paving the way of success:

With this important and highly distinguished reward in the Internet field, the company continues its strong progress, started in 2003, and will promote its brand 121TIME.com through Switzerland and further on to important export markets through Europe. On the site www.121TIME.com, the consumer creates a high-end Swiss watch by choosing and assembling, through virtual technology, his or her own unique timepiece. The components and base materials strictly adhere to all Swiss quality standards essential to the Swiss Made' label. The mass customization business model and especially the Internet distribution allow all visitors to bypass intermediaries and to profit from lower 'direct from the factory' prices.

Photographs: Photos taken during the ` Best of Swiss Web' ceremony, the Configurator and the company founders are available upon request.

121TIME.com - Customize the Swiss Made !

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