



## **Fossil Bluetooth Watch PR Campaign Status Report**

MRB Public Relations has actively pursued a number of media outlets on behalf of Fossil over the four-month PR campaign. MRB has generated a significant amount of interest among the media since the product launch on September 27th and have so far generated over 212 placements (including press release pick up but not including blog coverage) for a total readership of over 108,758,005. The following report summarizes our activities.

## **II. Media Relations**

☑ Through ongoing media relations, MRB arranged the following interviews for briefings (both on and off site) on the Bluetooth watch:

### **o *Washington, DC Media Tour***

- ☑☑ Mike Musgrove, Washington Post
- ☑☑ Steven Wildstrom, BusinessWeek
- ☑☑ Walt Mossberg, Wall Street Journal

### **o *New York Media Tour***

- ☑☑ AnnMarie Dodd, Golf Digest
- ☑☑ Bozhena Orekhova, GQ
- ☑☑ Colleen Bohan, TWICE
- ☑☑ Eric Helbig, Town & Country
- ☑☑ Fred Fishkin, Bloomberg Bootcamp
- ☑☑ Glen Derene, Popular Mechanics
- ☑☑ Heather Shimokawa, BestLife
- ☑☑ Helen Yun, TimeOut New York
- ☑☑ Irenka Jakubiak, Accessories Magazine
- ☑☑ Joe Brown, Popular Science
- ☑☑ Joey Arak, Stuff Magazine
- ☑☑ Jon Wilde, Maxim Magazine
- ☑☑ Michel Marriott, New York Times
- ☑☑ Noah Robischon, Gizmodo
- ☑☑ Richard Bravo, DNR: NR: The Weekly Newsmagazine of Men's Retail and Fashion
- ☑☑ Ross Rubin, NPD Group
- ☑☑ Ruth Katz, New York Home Magazine
- ☑☑ Sascha Segan, PC Magazine
- ☑☑ Scott Alexander, Playboy
- ☑☑ Steve Morgenstern, Rolling Stone Magazine

??Stewart Wolpin, Consumer Electronics Freelance Writer  
??Suzanne Kantra, Martha Stewart Living

**o Dallas Media Tour**

??Crayton Harrison, Dallas Morning News  
??Holly Haber, W Magazine & Woman's Wear Daily  
??Matt Slagle, Associated Press  
??Melissa Cutler and Camera Crew, Fox 4 News  
??Tina Foster, WFAA TV (ABC) - Channel 8

**o Phone Briefings**

??Andrew Brown, IDC  
??Avi Greengart, Current Analysis  
??Beth Braverman, JCK/National Jeweler  
??Bob Anthony, Stadium Circle Features  
??Debra Mielke, Treillage Network Strategies  
??Gareth Beavis, OLED News  
??Jackie Howard, CNN Computer Connection  
??James Allan Miller, PDAStreet/SmartPhoneToday  
??Janice Chen, Computer Shopper  
??Jennifer Sudick, Bloomberg  
??Jim Jamieson, The Province Newspaper  
??Joanna Glassner, Wired  
??John Jones, MR Magazine  
??John Quain, Up to the Minute (CBS)  
??Joshua Goldman, Crunchgear.com  
??Laura Serino, Parents Magazine  
??Martha Thomas, Baltimore Smart CEO  
??Pamela Henman, The Daily Vista  
??Patrick Schmid, Tom's Hardware  
??Paul Taylor, Financial Times  
??Peter Lewis, Fortune Magazine  
??Robin Raskin, Yahoo! Tech  
??Ron White, Freelancer  
??Stacy Genovese, Good Housekeeping  
??Steve Lundin, International Watch  
??Stuart Carlaw, ABI Research  
??Tim Gnatek, Freelancer, NYT Holiday Gift Guide  
??Vasu Daggupati, IDC

**III. Media Coverage & Upcoming Placements**

***Recent Coverage***

🔗 **ABC 7 News:** Matt Slagle of the Associated Press's article, "Bluetooth watches to show who's calling" featured the Fossil watch on September 28th. Link to article: <http://www.wjla.com/headlines/0906/364780.html>

🔗 **ABC News:** (Circulation: 4,362,505) Sascha Segan's article, "Fossil's simple, fashionable new smart watch is the follow-up to smart but failed high-tech tickers" was included online on September 28th. Link to article: <http://abcnews.go.com/Technology/ZDM/story?id=2502529>

🔗 **ABC News: Good Morning America:** (Circulation: 4,362,505) The Fossil watch was featured as one of the "High Tech Gifts for Rock Bottom Prices" on November 25th. Link to article: <http://abcnews.go.com/GMA/HolidayShopping/story?id=2677367>

🔗 **ABC News: Technology & Science:** (Circulation: 4,362,505) Sascha Segan of PC Magazine's review of the Abacus Bluetooth watch appeared online on November 30th. Link to article: <http://abcnews.go.com/Technology/ZDM/story?id=2690265>

🔗 **Alaska Journal of Commerce:** (Circulation: 33,963) Featured Matt Slagle's article, "Fossil, Sony Ericsson announce Bluetooth watches that will have caller ID" from the Associated Press on September 28th. Link to article: <http://ap.alaskajournal.com/stories/business/20060928/103311042.shtml>

🔗 **Albuquerque Journal:** (Circulation: 111,565 daily) Featured Matt Slagle's article from the Associated Press, "Bluetooth watches to show who's calling" on September 28th. Print edition.

🔗 **AM New York:** (Circulation: 304,859) Featured Matt Slagle's article, "Bluetooth watches to show who's calling" from the Associated Press on September 28th. Link to article: <http://www.amny.com/technology/wire/sns-ap-bluetooth-watches,0,3961470.story?coll=sns-ap-technology-headlines>

🔗 **AOL Money & Finance:** (Circulation: 59,610,550) Featured Matt Slagle's article, "Bluetooth watches to show who's calling" from the Associated Press on September 28th. Link to article: [http://articles.news.aol.com/business/\\_a/bluetooth-watches-to-show-whos-calling/20060928105309990005](http://articles.news.aol.com/business/_a/bluetooth-watches-to-show-whos-calling/20060928105309990005)

🔗 **AP Financial News:** Matt Slagle's article, "Bluetooth watches to show who's calling" article was published on September 29th. News Service/Syndicate.

🔗 **Ashland City Times:** (Circulation: 5,900) Featured Debbie Porterfield's article from the Gannett News Service, "Wristwatch acts as caller ID" on October 5th.

🔗 **Associated Press:** "Fossil, Sony Ericsson announce Bluetooth watches" article on September 29th. News Service/Syndicate.

🔗 **Baltimore Sun:** (Circulation: 302,677 Friday) Matt Slagle's article, "Watch tells you who's calling on your cell phone" was featured both online and in print on September 29th. Link to article: <http://www.baltimoresun.com/business/bal-bz.bluetooth29sep29,0,2892939.story>

🔗 **BB Shopping:** Fossil was listed #4 as one of the Top 5 Christmas Gadgets according to I4U on November 6th. [http://bb-shopping.typepad.com/bbshopping\\_blog/2006/11/top\\_5\\_christmas.html](http://bb-shopping.typepad.com/bbshopping_blog/2006/11/top_5_christmas.html)

🔗 **Best Stuff:** (Circulation: 29,730) "Fossil Unveils Watch That Integrates With Phone" article from the wire on September 28th. Link to article: <http://www.beststuff.com/categories/fromthewire/fossil-unveils-watch-that-integrates-with-cell-phone.html>

🔗 **Beta News:** Article by Ed Oswald, "Sony Ericsson, Fossil merge watch with phone" appeared on September 28th. Link to article: [http://www.betanews.com/article/Sony\\_Ericsson\\_Fossil\\_Merge\\_Watch\\_with\\_Phone/1159462221](http://www.betanews.com/article/Sony_Ericsson_Fossil_Merge_Watch_with_Phone/1159462221)

🔗 **BIOS Magazine:** (Circulation: 400) Featured the Fossil Caller ID Bluetooth watch on September 29th. Link to article: <http://www.biosmagazine.co.uk/article.php?id=4281>

🔗 **Bizcommunity.com:** Mobile News section featured the Fossil launch press release on September 28th. Link to article: <http://www.bizcommunity.com/Article/196/78/11876.html>

🔗 **BizTool Belt:** "Fossil Bluetooth Watch" article by Jayvee Fernandez was featured online on October 16th. Link to article: [http://www.biztoolbelt.com/2006/10/fossil\\_bluetooth\\_watch.html](http://www.biztoolbelt.com/2006/10/fossil_bluetooth_watch.html)

🔗 **BizTool Belt:** Jayvee Fernandez wrote about the Abacus MobileWear watch on November 7th. Link to article: [http://www.biztoolbelt.com/2006/11/\\_abacus\\_mobilewear\\_bluetooth\\_w.html](http://www.biztoolbelt.com/2006/11/_abacus_mobilewear_bluetooth_w.html)

🔗 **Black America Web:** Featured Matt Slagle's article, "Bluetooth watches to show who's calling" from the Associated Press on October 2nd. Link to article: <http://www.blackamericaweb.com/site.aspx/headlines/bluetooth100206>

🔗 **Boston Herald:** (Circulation: 997,394) Matt Slagle's syndicated AP story, "Bluetooth watches to show who's calling" was included on September 28th. Link to article: <http://business.bostonherald.com/technologyNews/view.bg?articleid=159869>

🔗 **BrightHand:** (Circulation: 120,272) "Fossil unveils watch that wirelessly communicates with phones" by Ed Hardy was featured online on September 28th. Link to article: <http://www.brighthand.com/default.asp?newsID=12498>

🔗 **Brownsville Herald:** (Circulation: 17,382) Matt Slagle’s syndicated AP article, “Fossil, Sony Ericsson announce Bluetooth watch” article appeared on September 29th. Print edition.

🔗 **Business Overview:** “Fossil & CallerID: Think Get Smart” article by Marta Wells on October 2nd. Link to article:

[http://business.knowmoremedia.com/2006/10/fossil\\_caller\\_id\\_think\\_get\\_sma.html](http://business.knowmoremedia.com/2006/10/fossil_caller_id_think_get_sma.html)

🔗 **Calgary Herald:** (Circulation: 116,671) Matt Slagle’s syndicated AP article, “Wristwatch as a social secretary” on September 29th. Link to article:

<http://www.canada.com/calgaryherald/news/calgarybusiness/story.html?id=794b3977-cf59-4933-af65-5b01c50e6e90>

🔗 **Caribbean Business:** (Circulation: 45,000) “Out with the old Bluetooth headset, in with the Bluetooth wristwatch” article on October 19th. Print edition.

🔗 **CBC News:** Matt Slagle’s article, “Watches to show cell phone caller ID” appeared online on September 29th. Link to article: <http://www.cbc.ca/consumer/story/2006/09/29/tech-watches.html>

🔗 **CBS 11 TV (Dallas):** (Circulation: 153,863) “Fossil, Sony Ericsson announce Bluetooth watches” article by Matt Slagle appeared online on September 28th. Link to article:

[http://cbs11tv.com/local/local\\_story\\_271081651.html](http://cbs11tv.com/local/local_story_271081651.html)

🔗 **CBS13:** (Circulation: 1,932) Featured Matt Slagle’s article, “Bluetooth watches will show who’s calling” from the Associated Press on September 28th. Link to article:

[http://cbs13.com/consumer/consumer\\_story\\_271115025.html](http://cbs13.com/consumer/consumer_story_271115025.html)

🔗 **CBS 4 (Denver):** (Circulation: 86,848) Featured Matt Slagle’s article, “Bluetooth watches will show who’s calling” from the Associated Press on September 28th. Link to article:

[http://cbs4denver.com/consumer/consumer\\_story\\_271115025.html](http://cbs4denver.com/consumer/consumer_story_271115025.html)

🔗 **CBS News:** (Circulation: 4,129,037) Featured Matt Slagle’s article from the Associated Press on September 28th, “Bluetooth watches to show who’s calling.” Link to article:

<http://www.cbsnews.com/stories/2006/09/28/ap/business/mainD8KDVE003.shtml>

🔗 **Cell Phone Hub:** “Fossil drops three more Bluetooth watches” by Paul Miller on September 28th. Link to article: <http://www.cellphonehub.com/index.php?s=Fossil>

🔗 **CEN – Consumer Electronics Net:** (Circulation: 24,733) The Fossil launch press release was featured on September 28th. Link to article:

<http://phones.consumerelectronicsnet.com/articles/viewarticle.jsp?id=69640>

☞ **China Daily:** (Circulation: 230,000) Lifestyle and trends section featured an article on “A 'Bluetooth watch' for those too lazy to answer their mobiles” on September 30th. Link to article: [http://www.chinadaily.com.cn/lifestyle/2006-09/30/content\\_700658.htm](http://www.chinadaily.com.cn/lifestyle/2006-09/30/content_700658.htm)

☞ **CNet Reviews:** Editor Nicole Lee’s review of the Fossil Caller ID Bluetooth watch on November 13th. Link to article: [http://reviews.cnet.com/Fossil\\_Caller\\_ID\\_Wristwatch\\_w\\_Bluetooth/4505-3512\\_7-32148583.html#more](http://reviews.cnet.com/Fossil_Caller_ID_Wristwatch_w_Bluetooth/4505-3512_7-32148583.html#more)

☞ **CNews:** Featured Matt Slagle’s article, “Bluetooth watches to show who’s calling” from the Associated Press on September 28th. Link to article: <http://technology.canoe.ca/>

☞ **CNN Headline News:** The Fossil watch was featured on the televised news program on September 28th.

☞ **CNN Money:** (Circulation: 5,960,273) “Fossil and Sony Ericsson Mobile Communication Team to Integrate Watches and Mobile Phones” article by Matt Slagle on September 28th. Link to article: [http://money.cnn.com/services/tickerheadlines/prn/200609280703PR\\_NEWS\\_USPR\\_\\_\\_\\_DAT H004.htm](http://money.cnn.com/services/tickerheadlines/prn/200609280703PR_NEWS_USPR____DAT H004.htm)

☞ **CommsDesign:** (Circulation: 3,412) “Fossil, Sony Ericsson team up on Bluetooth watches” article by Mark LaPedus of EE Times on September 28th. Link to article: <http://www.commsdesign.com/news/showArticle.jhtml?articleID=193100233>

☞ **Communications Solutions:** (Circulation: 380,961) “Sony Ericsson and Fossil Intro Bluetooth Wireless Technology-Enabled Watches” article by Stefania Viscusi of TMCNet appeared online on September 28th. Link to article: <http://www.tmcnet.com/comsol/articles/2854-sony-ericsson-fossil-intro-bluetooth-wireless-technology-enabled.htm>

☞ **Connecticut Post:** (Circulation: 78,734) Featured Matt Slagle’s article, “Bluetooth watches to show who’s calling” from the Associated Press on 29th. Print edition.

☞ **Courier-Journal:** (Circulation: 276,032) Matt Slagle’s syndicated AP article, “Soon you’ll check watch to see who’s calling call” article on October 1st. Print edition.

☞ **Creative Mac:** (Circulation: 7,353) Featured Matt Slagle’s article, “Fossil, Sony Ericsson announce Bluetooth watches that let you discreetly check who's calling” from the Associated Press on September 28th. Link to article: <http://www.creativemac.com/articles/viewarticle.jsp?id=69788>

☞ **CrunchGear:** “Fossil ads Bluetooth, Style to Techie Watches”, article by Joshua Goldman on September 28th. Link to article: <http://crunchgear.com/2006/09/28/fossil-adds-bluetooth-style-to-techie-watches/>

🔗 **CrunchGear:** “Fossil BT Watch Revisited: A CrunchGear Interview” article by Joshua Goldman on October 2nd. Link to article: <http://crunchgear.com/2006/10/02/fossil-bluetooth-watches-revisited/>

🔗 **CrunchGear:** “Abacus MobileWear Bluetooth Hands On” article by John Biggs on October 23rd. Link to article: <http://crunchgear.com/2006/10/23/fossil-fx6001-bluetooth-watch-hands-on/>

🔗 **Daily Southtown:** (Circulation: 53,679) Matt Slagle’s syndicated AP story, “This watch and phone „talk“ to each other” was featured on October 8th. Print edition.

🔗 **Dallas Business Journal:** (Circulation: 28,000 weekly) “Fossil Calling” article on October 5th by Jeff Bounds. Print edition.

🔗 **Dallas Morning News:** (Circulation: 1,169,623) Crayton Harrison’s article, “Who’s calling? It’s at your wrist” ran on September 28th in the print edition and was also featured online at <http://www.dallasnews.com/sharedcontent/dws/bus/stories/092806dnbusfossil.503ef25.html>

🔗 **Dealerscope:** (Circulation: 20,000) “Fossil Unveils Caller ID Wristwatch” article by David Thomas on September 29th. Link to article: [http://www.dealerscope.com/story/story.bsp?sid=37682&var=story&publication=Dealerscope&publicationDate=9/29/06&slug=DSEnews1\\_092906\\_watch&category=None&section=Unknown&swd=Fossil](http://www.dealerscope.com/story/story.bsp?sid=37682&var=story&publication=Dealerscope&publicationDate=9/29/06&slug=DSEnews1_092906_watch&category=None&section=Unknown&swd=Fossil)

🔗 **Denver Post:** (Circulation: 255,935) Featured Debbie Porterfield’s article from the Gannett News Service, “Wristwatch acts as caller ID” on October 8th. Link to article: [http://www.denverpost.com/business/ci\\_4460353](http://www.denverpost.com/business/ci_4460353)

🔗 **Des Moines Register:** (Circulation: 150,907) The newspaper’s “Gadget Section” featured the Caller ID watch on October 7th. Print edition.

🔗 **Desert Sun:** (Circulation: 60,938) “Fossil caller ID watch designed to work with Bluetooth phones” by Debbie Porterfield of the Gannett News Service was featured in the “What’s New” section on October 9th. Print edition.

🔗 **Design Interact:** Featured the Fossil/Sony Ericsson press release on September 28th. Link to article: [http://www.designinteract.com/news\\_d/12810.html](http://www.designinteract.com/news_d/12810.html)

🔗 **Detroit Free Press:** (Circulation: 999,902) “Picks and Clicks” article by Debbie Porterfield of the Gannett News Service featured the Fossil watch on October 16th. Link to article: <http://www.freep.com/apps/pbcs.dll/article?AID=/20061016/NEWS09/610160314/1011/BUSINESS>

🔗 **Digital Media Asia:** “Sony Ericsson, Fossil to integrate watches and mobile phones” article by Carla Moore on September 29th. Link to article:  
<http://www.digitalmediaasia.com/default.asp?ArticleID=18645>

🔗 **Digital Media Designer:** “Fossil, Sony Ericsson Partner to Launch Caller ID Watches” article by Colleen Bohan on September 29th. Link to article:  
<http://www.digitalmediadesigner.com/articles/viewarticle.jsp?id=69774>

🔗 **DM Europe:** (Circulation: 110,000) “Sony Ericsson, Fossil to integrate watches and mobile phones” article by Carla Moore on September 29th. Link to article:  
<http://www.dmeurope.com/default.asp?ArticleID=18645>

🔗 **DNR:** (Circulation: 18,540 weekly) The Abacus by MobileWear watch was featured in the “Briefings” section on October 9th. Print edition.

🔗 **Dow Jones News Service:** Edited by Ellen Sheng, the article, “Your watch is ringing” appeared on October 4th. Print edition.

🔗 **Earthtimes.org:** Article by Jack Myers on Sony Ericsson’s Bluetooth watch ran on September 28th. Link to article: <http://www.earthtimes.org/articles/show/9044.html>

🔗 **E-channelnews:** Fossil and SE partnership press release featured on September 28th. Link to article: [http://www.e-channelnews.com/ec\\_storydetail.php?ref=412961](http://www.e-channelnews.com/ec_storydetail.php?ref=412961)

🔗 **Ecoustics:** Fossil and SE partnership press release featured on September 28th. Link to article: <http://news.ecoustics.com/bbs/messages/10381/273772.html>

🔗 **Edge Report:** (Circulation: 150,000) Mark LaPedus’ article, “Sony Ericsson, Fossil team up on Bluetooth watches” appeared on September 28th. Link to article:  
<http://www.eetimes.com/news/latest/showArticle.jhtml?articleID=193100233>

🔗 **EFYTimes:** “Now, Bluetooth-Enabled Watches” article on the Bluetooth watches on September 28th. Link to article:  
<http://www.efytimes.com/efytimes/fullnews.asp?edid=14561&magid=>

🔗 **E-Gear:** (Circulation: 125,000) “Fossil Unveils CallerID watch” article by David Thomas on September 28th. Link to article: <http://www.e-gear.com/story/story.bsp?sid=37742&var=story>

🔗 **El Diario:** (Circulation: 86,500) “Lanza Sony relojes con Bluetooth” article on September 29th. Print edition.

🔗 **ElectricNews.net:** News Roundups by Ciara O’Brien featured the Sony Ericsson and Fossil watches on September 28th. Link to article: <http://www.enn.ie/news.html?code=9821274>



📄 **Engadget:** (Circulation: 1,382,724) Paul Miller featured the Fossil and Sony Ericsson Bluetooth watches in the Holiday Gift Guide by Paul Miller on September 28th. Link to article: <http://www.engadget.com/2006/09/28/sony-ericsson-and-fossil-team-up-for-bluetooth-watch/>

📄 **Engadget iMobile:** “Fossil drops three more BT watches” article by Paul Miller on September 28th. Link to article: <http://www.engadgetmobile.com/2006/09/28/fossil-drops-three-more-bluetooth-watches/>

📄 **Examiner Independent:** (Circulation: 50,634) Matt Slagle’s syndicated AP Story, “Bluetooth watches to show who’s calling” on October 3rd was featured in print.

📄 **Extreme Tech:** (Circulation: 1,250,000) “Fossil to Sell Caller ID watch” article by Sascha Segan online on September 28th. Link to article: <http://www.extremetech.com/article2/0,1697,2021622,00.asp>

📄 **Federated Media:** Holiday Gadget Guide featured the Fossil BT watch, December 2006. Link to article: <http://holidaygadgetguide.federatedmedia.net/10>

📄 **Flagship News:** (Circulation: 45,000) “Watches Tell More Than Just the Time” article from PR Newswire was featured in the October issue, page D4. Link to PDF article: [http://www.flagshipnews.com/archives\\_2006/archive\\_PDF/oct052006.pdf](http://www.flagshipnews.com/archives_2006/archive_PDF/oct052006.pdf)

📄 **Florida Today:** (Circulation: 88,693) New products section. “Mouse clicks with business travelers” article by Deborah Porterfield was featured in the “New Products” section on October 10th.

📄 **Forbes:** (Circulation: 15,000,000) Glenn Derene’s article included Fossil in a travel feature on tech toys for travelers on October 20th. Link to article: [http://www.forbes.com/travel/2006/10/19/tech-gadgets-travel-life-cx\\_gd\\_1020ttoys.html](http://www.forbes.com/travel/2006/10/19/tech-gadgets-travel-life-cx_gd_1020ttoys.html)

📄 **Fortune/CNN Money:** (Circulation: 5,960,273) Peter Lewis’ article on the latest Lilliputian gear for travelers ran on October 12th. Link to article: [http://money.cnn.com/magazines/fortune/fortune\\_archive/2006/10/16/8390346/index.htm?postversion=2006101216](http://money.cnn.com/magazines/fortune/fortune_archive/2006/10/16/8390346/index.htm?postversion=2006101216)

📄 **Fox 4 News:** (Circulation: 4,718,590) Television segment featured the Fossil watch on September 28th.

📄 **Fresno Bee:** (Circulation: 166,544 daily) “Fossil, Sony Ericsson plan line of Bluetooth watches” article by Matt Slagle appeared on September 29th. Print edition.

☞ **Gainesville Sun:** (Circulation: 44,957) “Caller ID at the flick of a wrist article” featured in the Washington Post, was posted online on October 9th. Link to article: <http://www.gainesville.com/apps/pbcs.dll/article?AID=/20061009/BUSINESS/210090311>

☞ **Gazette:** (Circulation: 114,450) The Fossil watch was featured in the “Tech Files” section on October 22nd. Print edition.

☞ **Gearlog:** (Circulation: 73,405) “Fossil and Sony Ericsson’s Caller ID watch” by Don Reisinger was featured on September 28th. Link to article: <http://gearlog.com/2006/09/28/index.php>

☞ **Gizmodo:** (Circulation: 610,279) “One Trick Pony” article features a Fossil FX6001 watch review on October 23rd. Link to article: <http://www.gizmodo.com/gadgets/cellphones/fossil-fx6001-bluetooth-watch-reviewed-verdict-onetrick-pony-209537.php>

☞ **Gizmodo:** (Circulation: 610,279) Sony Ericsson watch reviewed as “Sexy and Mildly Useful” on October 2nd. Link to article: <http://www.gizmodo.com/gadgets/gadgets/sony-ericsson-bluetooth-watch-reviewed-verdict-sexy-and-mildly-useful-204685.php>

☞ **Gizmodo UK:** Fossil FX6001 Watch Reviewed as a “One Trick Pony” on October 24th. Link to article: [http://uk.gizmodo.com/2006/10/24/fossil\\_fx6001\\_bluetooth\\_watch.html](http://uk.gizmodo.com/2006/10/24/fossil_fx6001_bluetooth_watch.html)

☞ **GizmoWatch:** “Fossil’s New Caller ID Bluetooth Watch Keeps Track of Your Cell Phone” article by Shimla Ashutosh on September 29th. Link to article: <http://www.gizmowatch.com/entry/fossil-unveils-bluetooth-enabled-watch-style-fx6001/>

☞ **Global Giants:** Fossil and SE Partnership press release featured online on October 11th. Link to article: <http://www.globalgiants.com/archives/000249.html>

☞ **GQ UK:** (Circulation: 854,155) “What’s this?” article featured the Fossil Bluetooth watch in the December issue.

☞ **Guam Pacific Daily News:** (Circulation: 21,207) Featured Debbie Porterfield’s article, “Watch, phone „talk” to each other was featured online on October 11th. Link to article: <http://www.guampdn.com/apps/pbcs.dll/article?AID=/20061011/LIFESTYLE/610110324/1024>

☞ **Hartford Courant:** (Circulation: 175,995 Friday) Matt Slagle’s article, “New watches will show you who’s calling your cell phone” was featured on September 29th. Print edition.

☞ **Herald & Review:** (Circulation: 40,340 Sunday) Matt Slagle’s article, “How’s this for discretion?” appeared on October 1st. Print edition.

☞ **Herald-Journal:** (Circulation: 51,699 Friday) “Bluetooth watches let users discreetly check to see who’s calling” article by Matt Slagle on September 29th. Print edition.

🔗 **HomeToys:** (Circulation: 9,853) The Fossil launch press release was posted online on September 28th. Link to article:  
<http://www.hometoys.com/news.php4?section=view&id=13093741>

🔗 **HomeToys:** (Circulation: 9,853) Fossil and SE Partnership press release was posted on September 28th. Link to article:  
<http://www.hometoys.com/homenews.php4?section=view&id=14672557>

🔗 **Houston Chronicle:** (Circulation: 527,744) Matt Slagle's article, "Who's calling you now?" was featured on September 29th. Print edition.

🔗 **I4U News:** (Circulation: 147,735) "Fossil FX6001 Bluetooth Watch Available for Pre-Order" featured in the "Hot Gadgets" section on September 29th. Link to article:  
<http://www.i4u.com/article6679.html>

🔗 **I4U News:** (Circulation: 147,735) The Abacus by MobileWear BT Caller ID watch was featured as a "Hot Gift" on December 11th. Link to article: <http://www.i4u.com/article7325.html>

🔗 **Impulse:** (Circulation: 173,300) The Fossil BT watch was featured in the "Stash in Brief" section on October 26th issue. Print edition.

🔗 **IndyStar.com:** (Circulation: 947,611) Featured Debbie Porterfield's article from the Gannett News Service, "Watch, phone „talk" to each other" in the "New Products" section on October 5th. Link to article:  
<http://indystar.gns.gannett.com/apps/pbcs.dll/article?AID=/20061005/TECH03/609070340/1001/TECH>

🔗 **InformationWeek:** (Circulation: 15,000) W. David Gardner article, "Who's Calling? Just Check Your Watch" on September 28th. Link to article:  
<http://www.informationweek.com/news/showArticle.jhtml?articleID=193100296>

🔗 **Interest Alert:** (Circulation: 32,307) Featured Matt Slagle's article, "Who's calling you now" from the Associated Press on September 28th. Link to article:  
<http://www.interestalert.com/brand/siteia.shtml?Story=st/sn/09280006aaa05433.ap&ap>

🔗 **Internet Telephony:** (Circulation: 30,000) "Sony Ericsson and Fossil Intro Bluetooth Watches" article by Stefania Viscusi was featured in the November Issue, page 27. Link to PDF:  
[http://emags.tmcnet.com/emags/2006/it/IT\\_Nov2006.pdf](http://emags.tmcnet.com/emags/2006/it/IT_Nov2006.pdf)

🔗 **Investor's Business Daily:** (Circulation: 215,788) Announced Fossil's launch of the Bluetooth watch on September 29th. Print edition.

☞ **IPCommunications:** “Fossil Unveils Watch That Integrates With Cell Phone” press release was posted on September 28th. Link to article:  
<http://ipcommunications.tmcnet.com/news/2006/09/28/209944.htm>

☞ **IPCommunications:** “SE and Fossil Team Up for Bluetooth Watch” press release posted on September 28th. Link to article:  
<http://ipcommunications.tmcnet.com/news/2006/09/28/209945.htm>

☞ **Journal News, Central Edition:** (Circulation: 142,145) “Fossil, Sony Ericsson announce Bluetooth watches that let you check who’s calling” article by Deborah Porterfield on September 29th. Print edition.

☞ **Journal News, Central Edition:** (Circulation: 142,145) “Watch, phone „talk“ to each other” article by Deborah Porterfield on October 10th. Print edition.

☞ **Kane County Chronicle:** (Circulation: 14,355) “Gadgets have caller ID from cell phone” article by Mike Musgrove from the Washington Post’s on October 10th. Print edition.

☞ **Kansas City Star:** (Circulation: 278,937) Featured Matt Slagle’s article from the Associated Press, “Fossil, Sony Ericsson announce watches with Bluetooth caller ID” on September 28th in print edition and online at  
<http://www.kansascity.com/mld/kansascity/business/technology/15630589.htm>

☞ **Kerrville Daily Times:** (Circulation: 10,000) Matt Slagle’s syndicated article, “Fossil, Sony Ericsson announce Bluetooth watches” article on September 29th. Print edition.

☞ **KFDA – News Channel 10 (Amarillo, TX):** “Fossil, Sony Ericsson announce Bluetooth watches” press release was posted on September 28th. Link to article:  
<http://www.newschannel10.com/global/story.asp?s=5470218>

☞ **KGBT 4 News (Harlingen, TX):** “Fossil, Sony Ericsson announce Bluetooth watches” press release was posted on September 28th. Link to article:  
[http://www.team4news.com/Global/story.asp?S=5470218&nav=menu90\\_3](http://www.team4news.com/Global/story.asp?S=5470218&nav=menu90_3)

☞ **KING 5 (Seattle):** (Circulation: 416,044) “Who’s Calling? It’s at your Wrist” article by Crayton Harrison was featured in the Business News Section on September 30th. Link to article:  
[http://www.king5.com/business/stories/NW\\_093006BUBwatchEL.30b59d34.html](http://www.king5.com/business/stories/NW_093006BUBwatchEL.30b59d34.html)

☞ **Lancaster New Era:** (Circulation: 42,966) Matt Slagle’s article, “Bluetooth watch lets you check on calls” appeared on September 29th. Print edition.

☞ **Las Vegas Sun:** (Circulation: 274,900) Featured Matt Slagle’s article, “Watch Lets You Discreetly Check Caller” from the Associated Press on September 28th. Link to article:  
<http://www.lasvegassun.com/sunbin/stories/tech/2006/sep/28/092806090.html>

🔗 **Lexington Herald-Leader:** (Circulation: 122,255) "Watch features Caller ID from cell" article by Matt Slagle on September 29th. Print edition.

🔗 **Miami Herald:** (Circulation: 265,583) "Gadgets to Watch" article by Matt Slagle on October 4th. Print edition.

🔗 **Miami Times:** (Circulation: 28,170) "Gadgets to Watch" article by Matt Slagle on October 4th. Print edition.

🔗 **MobileWhack:** (Circulation: 507,333) Featured the CrunchGear review of the FX6001 Fossil Bluetooth Watch on September 28th. Link to article:  
[http://www.mobilewhack.com/reviews/fx6001\\_fossil\\_bluetooth\\_watch.html](http://www.mobilewhack.com/reviews/fx6001_fossil_bluetooth_watch.html)

🔗 **MobileWhack:** (Circulation: 507,333) Article featured the Fossil CallerID on September 28th.  
[http://www.mobilewhack.com/reviews/fossil\\_caller\\_id.html](http://www.mobilewhack.com/reviews/fossil_caller_id.html)

🔗 **Modesto Bee:** (Circulation: 87,932) Matt Slagle's syndicated AP article, "Watch with Caller ID" on September 29th. Print edition.

🔗 **MSNBC:** (Circulation: 11,539,843) Matt Slagle's article, "Bluetooth watches to show who's calling" appeared online on September 28th. Link to article:  
<http://www.msnbc.msn.com/id/15044411/>

🔗 **MSNBC:** (Circulation: 11,539,843) "Tech Toys for Travelers" article by Glenn Derene on October 20th. Link to article: <http://www.msnbc.msn.com/id/15347250/>

🔗 **National Jeweler Network:** (Circulation: 30,895) Beth Braverman's article on "Retailers adjusting to a younger generation" appeared on November 1st. Link to article:  
[http://www.nationaljewelernetwork.com/njn/search/article\\_display.jsp?vnu\\_content\\_id=1003316344](http://www.nationaljewelernetwork.com/njn/search/article_display.jsp?vnu_content_id=1003316344)

🔗 **National Public Radio:** (Circulation: 2,741,496) "Watch puts Caller ID on your Wrist" was featured on the Morning Edition on October 2nd.  
<http://www.npr.org/templates/story/story.php?storyId=6179986&>

🔗 **New York Times:** (Circulation: 248,860) "Gifts from the Matrix" article by Michel Marriott appeared both online and in print on November 1st. Link to article:  
<http://www.nytimes.com/2006/11/01/technology/circuits/01inno.html?ex=1165467600&en=91d440783c411bbf&ei=5070>

🔗 **New York Times:** (Circulation: 248,860) Tim Gnatek's article on "A Capacitor to Set Off the Blue in Your Eyes" features the Fossil watch on December 6th. Link to article:  
[http://www.nytimes.com/2006/12/06/technology/circuits/06baub.html?\\_r=4&oref=slogin&oref=slogin&oref=slogin](http://www.nytimes.com/2006/12/06/technology/circuits/06baub.html?_r=4&oref=slogin&oref=slogin&oref=slogin)

🔗 **Newsfactor.com:** (Circulation: 135,590) Featured Matt Slagle's article, "Bluetooth watches show who's calling" from the Associated Press on September 28th. Link to article: [http://www.newsfactor.com/story.xhtml?story\\_id=46590](http://www.newsfactor.com/story.xhtml?story_id=46590)

🔗 **News Journal:** (Circulation: 117,389) "Who's that calling your cell? This wristwatch can tell you" article by Mike Musgrove of The Washington Post on October 11th. Print edition.

🔗 **NewsVine:** Featured Matt Slagle's article, "Bluetooth watches to show who's calling" from the Associated Press on September 28th. Link to article: [http://www.newsvine.com/\\_news/2006/09/28/378493-bluetooth-watches-to-show-whos-calling](http://www.newsvine.com/_news/2006/09/28/378493-bluetooth-watches-to-show-whos-calling)

🔗 **Northwest Cable News:** "Who's calling? It's at your wrist" article by Crayton Harrison of The Dallas Morning News on September 30th. Link to article: [http://www.nwcn.com/lifestyles/stories/NW\\_093006BUBwatchEL.30b59d34.html](http://www.nwcn.com/lifestyles/stories/NW_093006BUBwatchEL.30b59d34.html)

🔗 **Northwest Herald:** (Circulation: 36,655) "Watches will carry cell caller ID" article by Matt Slagle on September 29th. Print edition.

🔗 **New York Post:** (Circulation: 1,765,665) "Call Screener's Time Has Come" article by Leela DeKretser was featured both in print and online on November 18th. Link to article: [http://www.nypost.com/seven/11182006/news/nationalnews/call\\_screener\\_time\\_has\\_come\\_nationalnews\\_leela\\_de\\_kretser.htm](http://www.nypost.com/seven/11182006/news/nationalnews/call_screener_time_has_come_nationalnews_leela_de_kretser.htm)

🔗 **Orange County Register:** (Circulation: 300,972) featured Matt Slagle's article from the Associated Press, "Bluetooth watches promise a discreet way to see who's calling" both online and in print on September 28th. Link to article: [http://www.ocregister.com/ocregister/money/article\\_1291563.php](http://www.ocregister.com/ocregister/money/article_1291563.php)

🔗 **Orlando Sentinel:** (Circulation: 251,998) "Cell phone caller ID is close at hand" article by Mike Musgrove on October 27th. Print edition.

🔗 **PaulTech:** Fossil is listed as one of the top unique geek gifts. November 2006 issue. Link to article: <http://www.gopaultech.com/2006/11/top-unique-geek-gifts/>

🔗 **PC Magazine:** (Circulation: 1,453,613) "Fossil to sell Caller ID watch" article by Sascha Segan on September 29th. Link to article: <http://www.pcmag.com/article2/0,1895,2021392,00.asp>

🔗 **PC Magazine:** (Circulation: 1,453,613) Sascha Segan's review of the Abacus by MobileWear Watch on November 29th; The Abacus by MobileWear watch was also named as Editor's Choice. Link to article: <http://www.pcmag.com/article2/0,1895,2065351,00.asp>

🔗 **PCS Intel:** "Sony Ericsson, Fossil to Make Bluetooth Watches" article by Christopher Price on September 28th. Link to article: <http://www.pcsintel.com/content/view/1530/9/>

🔗 **PDAS**Street.com: (Circulation: 23,175)“Fossil Bluetooth Watch Displays Caller ID” article by James Allan Miller on September 28th. Link to article:  
<http://www.pdastreet.com/articles/2006/9/2006-9-28-Fossil-Bluetooth-Watch.html>

🔗 **PDAToday**: “Fossil & Sony Ericsson Team to Integrate Watches & Cell Phones” article posted by Bill Landon on September 28th. Link to article:  
[http://www.pdatoday.com/index.php/weblog/fossil\\_sony\\_ericsson\\_team\\_to\\_integrate\\_watches\\_cell\\_phones/](http://www.pdatoday.com/index.php/weblog/fossil_sony_ericsson_team_to_integrate_watches_cell_phones/)

🔗 **PE.com**: (Circulation: 396,702) featured Matt Slagle’s article, “Fossil Adds New Caller-ID Watch” from the Associated Press on September 28th. Link to article:  
[http://www.pe.com/business/local/stories/PE\\_Biz\\_D\\_watches03.2c8755d.html](http://www.pe.com/business/local/stories/PE_Biz_D_watches03.2c8755d.html)

🔗 **Pensacola News Journal**: (Circulation: 64,675 daily) “New watch shows who’s calling” article by Matt Slagle on September 29th. Print edition.

🔗 **Pioneer Press**: (Circulation: 64,108) Featured Matt Slagle’s article, “New Fossil Watches Let You Know Who’s Calling” from the Associated Press on October 9th. Link to article:  
[http://www.twincities.com/mld/twincities/business/technology/personal\\_technology/15716437.htm](http://www.twincities.com/mld/twincities/business/technology/personal_technology/15716437.htm)

🔗 **Poughkeepsie Journal**: (Circulation: 40,036) New products section featured the Fossil Caller ID Watch on Tuesday, October 10th. Print edition.

🔗 **Press-Enterprise, Riverside/Moreno Valley Edition**: (Circulation: 188,228) “Fossil adds new caller-ID watch” article by Matt Slagle on October 3rd. Print edition.

🔗 **Red Orbit**: Breaking News section featured Matt Slagle’s article from the Associated Press on September 28th. Link to article:  
[http://www.redorbit.com/news/technology/673326/bluetooth\\_watches\\_to\\_show\\_whos\\_calling/index.html](http://www.redorbit.com/news/technology/673326/bluetooth_watches_to_show_whos_calling/index.html)

🔗 **Releaselog**: The Abacus MobileWear Bluetooth Watch was featured in the “Tech News” section on September 30th. Link to article: <http://www.rlslog.net/abacus-mobilewear-bluetooth-watch/>

🔗 **Reuters**: (Circulation: 4,020,940) Fossil launch press release was featured online on September 28th. Link to article:  
<http://today.reuters.com/news/articleinvesting.aspx?view=PR&symbol=FOSL.O&storyID=132249+28-Sep-2006+PRN&type=qcna>

🔗 **Saint Petersburg Times**: (Circulation: 337,515 daily) The Fossil watch was featured in the “Talk of the Day” section on September 29th. Print edition.

🔗 **San Jose Mercury News:** (Circulation: 1,515,423) Featured Matt Slagle's article, "New Fossil Watches Let You Know Who's Calling" from the Associated Press both online and in print on October 9th. Link to article:

[http://www.mercurynews.com/mld/mercurynews/business/technology/personal\\_technology/15716437.htm](http://www.mercurynews.com/mld/mercurynews/business/technology/personal_technology/15716437.htm)

🔗 **Sarasota Herald-Tribune:** (Circulation: 123,231) "Fossil Inc to sell Bluetooth watches" by Matt Slagle on September 29th. Print edition.

🔗 **Savannah Morning News:** (Circulation: 55,212) "Watch will tell you who's calling" article by Matt Slagle on September 29th. Print Edition.

🔗 **SearchbyHeadlines:** Featured the Fossil launch press release online on September 28th. Link to article: [http://www.searchbyheadlines.com/posted\\_news/100129.html](http://www.searchbyheadlines.com/posted_news/100129.html)

🔗 **Sify:** Sify, an internet search engine, featured Matt Slagle's article, "Bluetooth watches to show who's calling" from the Associated Press on September 28th. Link to article: <http://sify.com/news/fullstory.php?id=14301047>

🔗 **Smart Phone Today:** (Circulation: 60,000) "Fossil Bluetooth Watch Displays Caller ID" article by James Allan Miller on September 28th. Link to article: <http://www.smartphonetoday.com/articles/2006/9/2006-9-28-Fossil-Bluetooth-Watch.html>

🔗 **Springfield Sunday News-Leader:** (Circulation: 91,979) "Watch tells you who's calling" article by Matt Slagle on October 8th. Print edition.

🔗 **State:** (Circulation: 148,610 Sunday) "Watches to show who's calling" article by Matt Slagle on October 1st. Print edition.

🔗 **Sunday News Journal:** (Circulation: 137,849) "Caller ID watch lets you know who's there" article from the Gannett News Service on October 8th. Print edition.

🔗 **Tampa Tribune:** (Circulation: 214,269) "Fossil, Sony Link Watches, Cell Phones" article from Matt Slagle's syndicated AP story on September 29th. Print edition.

🔗 **Tech News World:** (Circulation: 20,182) Featured Matt Slagle's article from the Associated Press, "Bluetooth Watches to Display Caller ID for Cell Phones" on September 28th. Link to article: <http://www.technewsworld.com/story/53292.html>

🔗 **TechReviews:** (Circulation: 141,327) Review of the MobileWear Bluetooth watch, October 2006. Link to article: [http://www.techreviews.tv/2006/10/review\\_mobilewe.html](http://www.techreviews.tv/2006/10/review_mobilewe.html)



☞ **TechWeb:** (Circulation: 137,727) “Who’s calling? Just check your watch” article by W. David Gardner was featured in the Technology News Section on September 28th.  
<http://www.techweb.com/wire/mobile/193100180>

☞ **Tennessean:** (Circulation: 436,358) Featured Debbie Porterfield’s article from the Gannett News Service on October 12th both online and in print. Link to article:  
<http://www.tennessean.com/apps/pbcs.dll/article?AID=/20061012/FEATURES01/610120333/1076/FEATURES>

☞ **TGDaily:** (Circulation: 60,205) Humphrey Cheung’s article, “Fossil and Sony Ericsson to roll out Caller ID watches” appeared online on September 29th. Link to article:  
[http://www.tgdaily.com/2006/09/29/fossil\\_bluetooth\\_callerid\\_watch/](http://www.tgdaily.com/2006/09/29/fossil_bluetooth_callerid_watch/)

☞ **The Baytown Sun:** (Circulation: 10,368) featured Matt Slagle’s article, “Fossil, Sony Ericsson announce Bluetooth watches” from the Associated Press on September 28th. Link to article:  
<http://baytownsun.com/texasstory.lasso?ewcd=0a19e2075133bddb>

☞ **The Beaufort Gazette:** (Circulation: 12,407) Tim Hager’s article, “A Quick Holiday Gift Guide” featured the Fossil FX6001 watch. Link to article:  
<http://www.beaufortgazette.com/features/lifetimes/story/6284828p-5482039c.html>

☞ **The Boston Herald:** (Circulation: 997,394) Featured Matt Slagle’s article, “Bluetooth watches to show who’s calling” from the Associated Press on September 28th both online and in print. Link to article: <http://business.bostonherald.com/technologyNews/view.bg?articleid=159869>

☞ **The Cincinnati Inquirer:** (Circulation: 197,962) “What’s new in gadgets” article featuring the Fossil watch on October 14th by the Gannett News Service. Link to article:  
<http://news.enquirer.com/apps/pbcs.dll/article?AID=/20061014/BIZ/610140360/1076/rss01>

☞ **The Daily Times:** (Circulation: 21,330) Debbie Porterfield’s article from the Gannett News Service, “New Products: Watch, phone 'talk' to each other” was featured in the “Gear Section” on October 5th. Link to article:  
<http://delmarvanow.gns.gannettonline.com/apps/pbcs.dll/article?AID=/20061005/TECH03/609070340/1001/TECH>

☞ **The Hindu:** (Circulation: 1,047,121)The Fossil launch press release appeared online on September 30th. Link to article:  
<http://www.hindu.com/2006/09/30/stories/2006093007872200.htm>

☞ **The Ithaca Journal:** (Circulation: 16,392) “New Products: Watch, phone 'talk' to each other” article by Debbie Porterfield from the Gannett News Service on October 5th. Link to article:  
<http://theithacajournal.gns.gannettonline.com/apps/pbcs.dll/article?AID=/20061005/TECH03/609070340/1001/tech>

☞ **The Ledger:** (Circulation: 65,756) featured Matt Slagle's article from the Associated Press, "New Watch Will Tell Time, Who's Calling" on October 1st. Link to article: <http://www.theledger.com/apps/pbcs.dll/article?AID=/20061001/NEWS/610010356/1001/BUSINESS>

☞ **The London Free Press:** (Circulation: 110,000) Featured Matt Slagle's article, "New watch tells you who's calling on your cell" from the Associated Press on September 28th. Link to article: <http://lfpres.ca/newsstand/News/International/2006/09/29/1917325-sun.html>

☞ **The Michigan Journal:** (Circulation: 5,400) "Fossil offers Bluetooth timepiece" article by Rene Cizio on October 3rd. Link to article: <http://www.themichiganjournal.com/media/storage/paper255/news/2006/10/03/Features/Fossil.Offers.Bluetooth.Timepiece-2328480.shtml?norewrite200612051637&sourcedomain=www.themichiganjournal.com>

☞ **The New Journal:** (Circulation: 112,492) Mike Musgrove's article, "Who's that calling your cell" was featured on October 11th. Link to article: <http://www.delawareonline.com/apps/pbcs.dll/article?AID=/20061011/LIFE/610110325/-1/NEWS01>

☞ **The Open Press:** Fossil launch press release appeared online on September 28th. Link to article: <http://www.theopenpress.com/index.php?a=press&id=12739>

☞ **The Open Press:** Fossil and SE partnership press release appeared online on September 28th. Link to article: <http://www.theopenpress.com/index.php?a=press&id=12741>

☞ **The Post-Standard:** (Circulation: 114,179) "Fossil, Sony Ericsson debut caller ID in wristwatches announcement appeared on October 1st. Link to article: <http://www.syracuse.com/business/poststandard/index.ssf?/base/business-5/1159952587122080.xml&amp>

☞ **The Press Enterprise:** (Circulation: 170,965) Featured Matt Slagle's article, "Fossil adds new caller ID watch" from the Associated Press on October 2nd. Link to article: [http://www.pe.com/business/local/stories/PE\\_Biz\\_D\\_watches03.2c8755d.html](http://www.pe.com/business/local/stories/PE_Biz_D_watches03.2c8755d.html)

☞ **The Star-Telegram:** (Circulation: 656,297) "Caller ID at the flick of a wrist" article by Mike Musgrove of The Washington Post on October 21st. Link to article: [http://www.dfw.com/ml/dfw/news/news\\_to\\_use/15815859.htm](http://www.dfw.com/ml/dfw/news/news_to_use/15815859.htm)

☞ **The Watch Report:** Featured the Fossil Caller ID launch press release on September 29th. Link to article: [http://www.watchreport.com/2006/09/the\\_fossil\\_call.html](http://www.watchreport.com/2006/09/the_fossil_call.html)

☞ **The State:** featured Matt Slagle's article, "Bluetooth watches to show who's calling" from the Associated Press on September 28th. Link to article:  
<http://www.thestate.com/mld/thestate/business/15629564.htm>

☞ **TheStreet.com:** (Circulation: 1,926,961) An article written by the TSC staff featured the Fossil Bluetooth Watch on September 28th. Link to article:  
[http://www.thestreet.com/\\_googlen/newsanalysis/techtelecom/10311739.html?cm\\_ven=GOOGLE&cm\\_cat=FREE&cm\\_ite=NA](http://www.thestreet.com/_googlen/newsanalysis/techtelecom/10311739.html?cm_ven=GOOGLE&cm_cat=FREE&cm_ite=NA)

☞ **Time:** (Circulation: 4,026,891) The Tech Buyer's Guide 2006 featured the Abacus by MobileWear Bluetooth watch. Link to article:  
<http://www.time.com/time/2006/techguide/buyersguide/webshopping/cellphone5.html>

☞ **TMCNet:** (Circulation: 380,961) Fossil launch press release appeared online on September 28th. Link to article: <http://www.tmcnet.com/usubmit/2006/09/28/1939336.htm>

☞ **TMCNet:** (Circulation: 380,961) Fossil and Sony Ericsson partnership press release appeared online on September 28th. Link to article:  
<http://www.tmcnet.com/usubmit/2006/09/28/1939337.htm>

☞ **Tom's Hardware:** (Circulation: 420,673) Patrick Schmid, featured the Bluetooth watch in the 2006 Holiday Buyers' Guide for Geeks and Gamers on December 7th. Link to article:  
[http://www.tomshardware.com/2006/12/07/holiday\\_buyers\\_guide\\_2006/page9.html](http://www.tomshardware.com/2006/12/07/holiday_buyers_guide_2006/page9.html)

☞ **Top Tech News:** (Circulation: 10,178) Featured Matt Slagle's article, "Bluetooth watches show who's calling" from the Associated Press on September 28th. Link to article:  
[http://www.toptechnews.com/story.xhtml?story\\_id=46590](http://www.toptechnews.com/story.xhtml?story_id=46590)

☞ **Toronto Star:** (Circulation: 454,529) Article by Robert Cribb on "The James Bondification of the wristwatch" appeared online on October 9th. Link to article:  
[http://www.thestar.com/NASApp/cs/ContentServer?pagename=thestar/Layout/Article\\_Type1&c=Article&cid=1160345410100&call\\_pageid=982557189829&col=982557189985](http://www.thestar.com/NASApp/cs/ContentServer?pagename=thestar/Layout/Article_Type1&c=Article&cid=1160345410100&call_pageid=982557189829&col=982557189985)

☞ **Toronto Sun:** (Circulation: 196,146) Featured Matt Slagle's "Who's calling" article from the Associated Press on September 28th. Link to article:  
<http://torontosun.com/Money/2006/09/29/1917918-sun.html>

☞ **TransWorldNews:** Fossil launch press release appeared online on September 28th. Link to article: <http://www.transworldnews.com/NewsStory.aspx?storyid=10029>

☞ **TransWorldNews:** Fossil and SE partnership press release appeared online on September 28th. Link to article: <http://www.transworldnews.com/NewsStory.aspx?storyid=10031>

☞ **TWICE:** (Circulation: 20,662) Colleen Bohen's article, "Fossil, Sony Ericsson Partner to Launch Caller ID Watches" was featured online at

<http://www.twice.com/article/CA6375911.html?text=fossil> and in the October 9th print edition of TWICE magazine, page 52. The news was also featured in the TWICE eNews Daily e-newsletter.

☐ **Union Tribune:** (Circulation: 1,962) Featured Matt Slagle's article, "Fossil, Sony Ericsson announce Bluetooth watches that let you discreetly check who's calling" from the Associated Press on September 28th. Link to article:  
<http://www.signonsandiego.com/news/business/20060928-0900-bluetoothwatches.html>

☐ **USA Today:** (Circulation: 2,269,509) Featured Matt Slagle's article from the Associated Press, "Bluetooth watches to show who's calling" on September 28th. Link to article:  
[http://www.usatoday.com/tech/products/2006-09-28-caller-id-watch\\_x.htm?csp=34](http://www.usatoday.com/tech/products/2006-09-28-caller-id-watch_x.htm?csp=34)

☐ **Ventura County Star:** (Circulation: 6,812,318) "Fossil offer Bluetooth watches with Caller ID" article by Matt Slagle on September 29th. Print edition.

☐ **Washington Post:** (Circulation: 1,000,565) Article by Mike Musgrove, "Caller ID at the Flick of a Wrist Via Bluetooth" on October 1st appeared in print and online at  
<http://www.washingtonpost.com/wp-dyn/content/article/2006/09/30/AR2006093000116.html>

☐ **WCBS TV (New York):** (Circulation: 228,788) Featured Matt Slagle's article, "Bluetooth watches will show who's calling" from the Associated Press on September 28th. Link to article:  
[http://wcbstv.com/consumer/consumer\\_story\\_271115025.html](http://wcbstv.com/consumer/consumer_story_271115025.html)

☐ **WCCO TV 4:** featured Matt Slagle's article, "Bluetooth watches will show who's calling" from the Associated Press on September 28th. Link to article:  
[http://wcco.com/consumer/consumer\\_story\\_271115025.html](http://wcco.com/consumer/consumer_story_271115025.html)

☐ **Webwire:** Featured the "Sony and Fossil to Integrate Watches and Phones" press release on September 28th. Link to article: <http://www.webwire.com/ViewPressRel.asp?ald=21218>

☐ **Wilmington Star:** Tim Gnatek's article, "Accessorize with high tech gadgets" from The New York Times on December 10th. Link to article:  
<http://www.wilmingtonstar.com/apps/pbcs.dll/article?AID=/20061210/NEWS/612100361/1050/ae04>

☐ **Winston-Salem Journal:** (Circulation : 82,163) Bill Husted's "Wish List: Toys would make a techie's Christmas" article on December 11th. Link to article:  
[http://www.journalnow.com/servlet/Satellite?pagename=WSJ%2FMGArticle%2FWSJ\\_BasicArticle&c=MGArticle&cid=1149192117740&path=!living&s=1037645509005](http://www.journalnow.com/servlet/Satellite?pagename=WSJ%2FMGArticle%2FWSJ_BasicArticle&c=MGArticle&cid=1149192117740&path=!living&s=1037645509005)

🔗 **WIRED:** (Circulation: 603,259) “Get Your Caller ID to Go” article by Joanna Glasner on October 20th. Link to article: <http://www.wired.com/news/technology/gizmos/0,71974-0.html?tw=rss.technology> **Circulation: 603,259**

🔗 **WirelessNetDesignLine:** Article by Mark Lapedus, “Sony Ericsson, Fossil team up on Bluetooth watches” on September 28th. Link to article: [http://www.wirelessnetdesignline.com/193100616?cid=RSSfeed\\_wirelessnetdesignline\\_wndIRSS](http://www.wirelessnetdesignline.com/193100616?cid=RSSfeed_wirelessnetdesignline_wndIRSS)

🔗 **Wisconsin State Journal:** “It has Caller ID and tells time, too” article featured in the “Gadgets” section on October 2nd from the State Journal wire services. Print edition. Circulation: 93,206.

🔗 **WISH TV 8:** (Circulation: 154,277) “Bluetooth watches to show who’s calling” article by Matt Slagle was featured on September 28th. Link to article: <http://www.wishtv.com/Global/story.asp?s=5470300>

🔗 **WOAI: San Antonio News:** “Watch will tell you who is calling” article by Matt Slagle on September 28th. Link to article: [http://www.woai.com/news/local/story.aspx?content\\_id=BACC1EAB-8053-48CE-8776-C4721D5C8707](http://www.woai.com/news/local/story.aspx?content_id=BACC1EAB-8053-48CE-8776-C4721D5C8707)

🔗 **Worcester Telegram & Gazette News:** Tim Gnatek’s “Tech with style” article from The New York Times was posted on December 10th. Link to article: <http://www.telegram.com/apps/pbcs.dll/article?AID=/20061210/NEWS/612100457/1002/BUSINESS>

🔗 **Yahoo! Asia News:** (Circulation: 35,000,000) “Watch Lets You Discretely Check Caller,” article by Matt Slagle on September 28th. Link to article: <http://asia.news.yahoo.com/060928/ap/d8kdv3883.html>

🔗 **Yahoo! Finance:** (Circulation: 8,338,046) “Fossil to sell watches with cellular link” article by Matt Slagle on September 28th. Link to article: [http://biz.yahoo.com/ap/060928/fossil\\_watch.html?.v=1](http://biz.yahoo.com/ap/060928/fossil_watch.html?.v=1)

🔗 **ZDNET:** (Circulation: 1,637,282) “Fossil and Sony Ericsson Roll Out Abacus MobileWear” article by the ZDNet staff was posted on October 3rd. Link to article: <http://www.zdnetindia.com/products/gadgets/stories/155902.html>

***Blog Postings (ctrl + click on blog name for link to post)***

Ogravity – posted October 7th

Best PDA – posted on October 11th

Blog of Wishes – posted on September 29th

Blog7Elite – posted on October 3rd

Bluetooth Blog: posted on October 5th

Bluetooth News Blog: posted on October 5th  
Bluetooth-The-Blog: posted on October 19th  
Canal PDA – posted on September 29th  
Cartoon Barry Blog: posted on October 3rd  
Cell Phone Beat – posted on September 29th  
Cell Phone Blog – posted on October 5th  
Cell Phone News – posted on October 13th  
Cell Phone Owl – posted on October 16th  
Chunky – posted on October 18th  
Connect 2400 - posted on October 5th  
Daily Tech – posted on October 2nd  
Daily Wireless – posted on October 2nd  
David R Stubbs – posted on October 8th  
Digital Journal – posted on October 4th  
Digital Magazine – posted on October 2nd  
Donka's Mobile Rambles – posted on September 28th  
Dot Gizmo – posted on September 28th  
Dot Gizmo Gadget Blog – posted on October 15th  
Dream Technology – posted on October 3rd  
Drew U. CSCI-70 – posted on October 30th  
Electrogeek – posted on September 29th  
Electronista – posted on September 28th  
Everything about Latest Technology – posted on October 13th  
Fosfor Gadgets – posted on October 8th  
Free Access – posted on October 2nd  
From Greg's Head – posted on October 2nd  
Gadget Crazy News – posted on September 29th  
Gadgetell – posted on October 2nd  
Gadget's Club – posted on October 23rd  
Gadgets Web blog – posted on October 2nd  
Gadgets.si – posted on September 30th  
Gear Live – posted on September 28th  
Geek Coffee – posted on October 24th  
Geek.com – posted on October 2nd  
Globa Tech Today – posted on September 28th  
Groovymother.com – posted on October 1st  
Info World – posted on September 29th.  
International Business Times – posted on September 28th  
Jeguirre – posted on November 24th  
Jigar Mehta – posted on September 29th  
Just Ted – posted on October 8th  
Kicking Tires – posted on September 29th  
krunker.com – posted on October 2nd  
Live Journal – posted on October 17th

Live Journal – posted on October 5th  
Mobile Play – posted on October 4th  
Mobile Views – posted on September 28th  
Mobile-SG.com – posted on October 6th  
mobiletracker.net – posted on September 28th  
Mobility Site – posted on September 28th.  
Mobility Watch – posted on November 4th  
Mobique – posted on September 29th  
Movable Phone – posted on October 4th  
MSFN – posted on September 29th  
Naik's News – posted on October 23rd  
Netscape – posted on October 2nd  
NMI Tech Bits – posted on October 15th  
No Time to Waste - posted on October 8th  
O'Reilly Net – posted on October 2nd  
Outhouse Rag, Must Have Gizmos - posted on September 28th  
Palm Addicts - posted on September 28th  
Paul Rigby Online - posted on October 24th  
Pedlar's Progress – posted on October 16th  
Personal Wireless – posted on October 3rd  
Philippines Gadgets and Tech Forums – posted on September 29th  
Playfuls – posted on September 28th  
Pocket PC Thoughts – posted on October 5th  
PR News Today – posted on September 28th  
Professional Watches – posted on December 14th  
qazami – posted on November 27th  
Radio Rodriguez – posted on October 30th  
SawfNews – posted on September 29th.  
SCI FI TECH – posted on October 4th  
Skype Watch – posted on October 13th  
slashphone – posted on September 28th  
South Asian Women's Forum – posted on September 29th  
spotstop.com – posted on September 28th  
Startup-CEO.com – posted on October 31st  
Stephanie's Technology Blog – posted on October 1st  
Takt Mobiles – posted on October 7th  
Tech Tree – posted on September 29th  
Technoget – posted on October 2nd  
Techpuddle – posted in September  
TechSmec – posted on September 39th  
The Smorgasbord – posted on October 24th  
Tom Hume – posted on October 3rd  
Transparent Agenda – posted on October 9th  
watchuseek – posted on October 3rd

World and Business - posted on October 2nd.  
Wrist Style – posted on October 24th

### **UPCOMING**

- ☒ Steve Morgenstern, freelancer for Cigar Aficionado, plans to feature both the Fossil and Abacus watches in an upcoming issue.
- ☒ Ruth Katz, New York Home Magazine, would like to include the BT watch in Manhattan Living and possibly the Christmas issue of New York Home.
- ☒ Dominique Afacan, INK Publishing, planning on featuring the Caller ID watch in the next issue of GO magazine.
- ☒ Emily Brandon, US News & World, expressed interest in potentially including the Fossil watch in their Wish List issue.
- ☒ International Wristwatch is interested in including the Bluetooth watches in an upcoming issue.
- ☒ Fred Cohn, Jungle magazine is planning on running an item in their magazine about the new Fossil/SE caller ID watch in an upcoming issue.
- ☒ Business Week, plans to include the Fossil watch in an upcoming issue.

### **DECEMBER**

- ☒ Suzanne Kantra is planning on including the Fossil watch in the December issue of BEST magazine.
- ☒ Norma Buchanan of WatchTime magazine, is exploring the possibility of including both the Fossil and Abacus watches in the November/December issue.
- ☒ Benjamin Smith, Business 2.0 Magazine, plans on including the Fossil FX6001 in the December issue.
- ☒ Whitney Robinson, CITY magazine, will feature the Bluetooth watch in the December issue of V\*CITY.
- ☒ Scott Steinberg, Poker Magazine is planning on featuring the Abacus MobileWear watches in the December issue holiday gift guide.
- ☒ Ashley Fairgrieve, Fade In Magazine, plans to use the Fossil Bluetooth watch in their Holiday Gift Guide, December issue.

### **JANUARY**

- ☒ Sascha Segan, PC Magazine, plans to include the Abacus watches in the January 1st issue.
- ☒ Joey Arak of Stuff has slated the Fossil watch for the “Hit List” section of the January issue.
- ☒ Scott Steinberg, freelancer, plans to feature the Abacus MobileWear watches in the January issue of American Airlines’ American Way as part of roundup on slim, sleek gadgets.
- ☒ Jeff Kitts, Revolver Magazine has slated the Fossil Bluetooth watch to be included in the January issue.
- ☒ Joe Brown, Popular Science, is planning on featuring the Bluetooth watch in the January issue (hits stands mid-December).
- ☒ Trevor, HOOP magazine is interested in placing the BT watch in a feature on performance/gadget oriented pieces in the January issue.
- ☒ Yvonne Göpfert, TRAVART, plans to feature the Fossil FX6001 watch in the January issue.



## **FEBRUARY**

- ☒ Vanessa Groce, Accessories Magazine, plans to include the Fossil watch in the “Accessories File” section in the February issue.
- ☒ Richard Dzierwa, Consumers Digest, is planning on including the Fossil Bluetooth watch in the January/February issue.
- ☒ Steve Casimiro, National Geographic Adventurer, would like to include both the Fossil and Abacus watches in the February issue of the publication in the “Buy List Gear” column.
- ☒ Shane Brisson, American Idol Magazine, will be running a blurb on the Abacus MobileWear wristwatches in the “Hooked Up” section of an upcoming issue. The issue will hit newsstands in mid-February.

## **ISSUE TBD**

- ☒ Stacey Genovese, Good Housekeeping, plans to use the Fossil watch in an upcoming issue. Stacey is considering it for an upcoming piece on “graduates” or “fathers.”
- ☒ Thomas Payne of WWE Magazine is interested in including the Fossil watch in an upcoming issue.
- ☒ Paul Taylor, Financial Times, is working on a feature about wearable technology and is interested in including the Fossil watch in the piece.
- ☒ Jim Martin, PC World, has plans to include the Fossil watch in an upcoming issue of the PC World newsletter.
- ☒ Dara Hinshaw, Chronos and WJR (formally WCR), expressed interest in covering the Fossil watch in an upcoming issue.
- ☒ Avi Greengart, Current Analysis, would like to draft a possible report about the BT watch for Current Analysis clients.

## **Fossil Status Report for Wrist PDA**

MRB Public Relations has been actively pursuing various media outlets on behalf of the Fossil Wrist PDA. MRB has generated a significant amount of interest among the media since the recent Wrist PDA announcement at CES. We have so far generated over 100 placements for a total readership of over 122,584,848.

## **VI. Media Results & Upcoming Placements**

- ☒ **CBS MarketWatch:** The Fossil Wrist PDA was featured in a segment which aired on January 4th.
- ☒ **New York 1 News:** David Rosales was filmed demonstrating the Wrist PDA during the CES Unveiled Media event on January 4th.
- ☒ **FOX Good Day Dallas:** Mike Tastle was interviewed by Steve Noviello of KDFW-TV. The interview and Wrist PDA demonstration aired during the morning news on January 5th (viewership: 96,000).

☞ **Dow Jones News Service:** The Fossil Wrist PDA press release was included on January 5th.

☞ **Engadget:** Peter Rojas included the Fossil Wrist PDA announcement online on January 5th.  
<http://www.engadget.com/entry/1234000757026042/>

☞ **Good Morning America:** The Wrist PDA was featured in the "Top Gadgets at CES" segment which aired during the 7-8 AM time frame on January 5th. (viewership: 6,000,000)

☞ **CNET:** Rik Fairlie included a review of the Fossil Wrist PDA on January 5th (circ: 23,247,000).  
[http://www.cnet.com/4520-10602\\_1-5618312.html](http://www.cnet.com/4520-10602_1-5618312.html)

☞ **I4U:** Manfred Lugmayr included the Fossil Wrist PDA announcement online on January 5th.  
<http://www.i4u.com/article2695.html>

☞ **MobileMag:** Fabrizio Pilato included the Fossil Wrist PDA announcement online on January 5th. <http://www.mobilemag.com/content/100/336/C3573/>

☞ **Wireless Week:** Susan Rush included the Fossil Wrist PDA announcement online on January 5th (circ: 35,108).  
[http://www.wirelessweek.com/index.asp?layout=document&doc\\_id=1340002810&verticalID=34&vertical=Business+and+Finance&industry=](http://www.wirelessweek.com/index.asp?layout=document&doc_id=1340002810&verticalID=34&vertical=Business+and+Finance&industry=)

☞ **Information Week:** The Fossil Wrist PDA was featured online on January 5th (circ: 498,000).  
<http://informationweek.com/story/showArticle.jhtml?articleID=56900861>

☞ **ArriveNet:** The Fossil Wrist PDA announcement was included online January 5th.  
<http://press.arrivenet.com/bus/article.php/552241.html>

☞ **Mysan.de:** The Fossil Wrist PDA announcement was included online January 5th.  
<http://www.mysan.de/international/article20209.html>

☞ **It News:** The Fossil Wrist PDA was included online January 5th.  
<http://www.itnews.com.au/newsstory.aspx?ClanCID=34&ClanID=17478>

☞ **PC Magazine:** Sasha Segan's review of the Fossil Wrist PDA was posted online on January 5th. The article will be included in the February issue. (circ: 700,000).  
<http://www.pcmag.com/article2/0,1759,1748490,00.asp>

☞ **PC Pro:** Paul Trotter included the Fossil Wrist PDA announcement online on January 5th (circ: 106,064). <http://www.pcpro.co.uk/news/67673/ces-fossils-pda-watch-released.html>

☞ **Twice, This Week In Consumer Electronics:** The Fossil Wrist PDA was featured in the January 6th issue (circ: 20,650).

☞ **TechWeb:** The Fossil Wrist PDA was featured online on January 5th (circ: 17,430).  
<http://www.techweb.com/wire/mobile/56900757>

☞ **ZDNet UK:** Ingrid Marson highlighted the Fossil Wrist PDA online on January 6th.  
<http://news.zdnet.co.uk/hardware/mobile/0,39020360,39183256,00.htm>

☞ **Geek.com:** Matt Miller highlighted the Wrist PDA online on January 6th (circ: 18,300).  
<http://www.geek.com/news/geeknews/2005Jan/bpd20050106028574.htm>

☞ **Silicon.com:** Ingrid Marson's article on the Fossil Wrist PDA was also included on Silicon.com's website on January 6th.  
<http://news.zdnet.co.uk/hardware/mobile/0,39020360,39183256,00.htm>

☞ **BargainPDA:** Harvey Lee featured the Fossil Wrist PDA online on January 6th.  
<http://www.bargainpda.com/default.asp?newsID=2365>

☞ **CNN Headline News:** The Fossil Wrist PDA was featured during a "Top Gadgets from CES" segment which aired on January 6th (viewership: 249,000).

☞ **G4 Tech TV:** The Fossil Wrist PDA was featured in a segment which aired on January 6th (viewership: 35,000).

☞ **Indian Express:** The Fossil Wrist PDA announcement was included online on January 6th (circ: 30,000). <http://www.expressindia.com/fullstory.php?newsid=40523>

☞ **Geekzone:** The Fossil Wrist PDA was included online on January 6th.  
<http://www.geekzone.co.nz/content.asp?contentid=3886>

☞ **CXOToday:** The Fossil Wrist PDA announcement was featured online on January 6th.  
[http://www.cxotoday.com/cxo/jsp/article.jsp?article\\_id=2573&cat\\_id=907](http://www.cxotoday.com/cxo/jsp/article.jsp?article_id=2573&cat_id=907)

☞ **LinuxWorld:** The Fossil Wrist PDA announcement was included online on January 6th (circ: 90,000). <http://www.linuxworld.com/story/47698.htm>

☞ **Mobile Health Data:** The Fossil Wrist PDA was highlighted online on January 6th.  
<http://www.mobilehealthdata.com/article.cfm?articleid=1206>

☞ **Palm InfoCenter:** Ryan Kairer featured the Fossil Wrist PDA online on January 6th.  
[http://www.palminfocenter.com/view\\_story.asp?ID=7462](http://www.palminfocenter.com/view_story.asp?ID=7462)

☞ **The Register:** Tony Smith highlighted the Fossil Wrist PDA in a story that was posted online on January 6th. [http://www.theregister.co.uk/2005/01/06/fossil\\_ships\\_wrist\\_pda\\_2/](http://www.theregister.co.uk/2005/01/06/fossil_ships_wrist_pda_2/)

🔗 **Wireless Developer Network:** The Fossil Wrist PDA was featured in a story that was posted online on January 6th (circ: 125,000).  
<http://www.wirelessdevnet.com/news/2005/jan/06/news2.html>

🔗 **eCoustics:** The Fossil Wrist PDA announcement was posted online on January 6th.  
<http://news.ecoustics.com/bbs/messages/10381/116611.html>

🔗 **Hardware Zone:** The Fossil Wrist PDA announcement was included online on January 6th.  
<http://www.hardwarezone.com/news/view.php?id=355&cid=4>

🔗 **CNET:** Rik Fairlie included the Fossil Wrist PDA in his New Product Roundup that appeared online January 6th (circ: 23,247,000).

🔗 **CNN:** The Fossil Wrist PDA was featured in a segment aired on January 7th.

🔗 **Anchorage Daily News:** Dean Takahashi included the Fossil Wrist PDA in the January 7th edition (circ: 80,331).

🔗 **Forbes.com:** Iain Thomson's story featuring the Fossil Wrist PDA appeared on January 7th (circ: 8,600,000).

[http://www.forbes.com/technology/wireless/feeds/wireless/2005/01/07/wirelessvnunet\\_2005\\_01\\_07\\_eng-vnunet\\_eng-vnunet\\_072506\\_17436586883508982.html](http://www.forbes.com/technology/wireless/feeds/wireless/2005/01/07/wirelessvnunet_2005_01_07_eng-vnunet_eng-vnunet_072506_17436586883508982.html)

🔗 **Reuters:** Ben Berkowitz and Franklin Paul included the Fossil Wrist PDA on January 7th.

🔗 **WRC-TV Ch.4 NBC (Washington DC):** IJ Hudson included the Fossil Wrist PDA on his "CES Gadgets" segment which aired on January 7th (viewership: 171,000).

🔗 **KSAT-TV Ch 12 ABC (San Antonio):** Marilyn Moritz included the Fossil Wrist PDA on the "CES Gadgets" segment which aired on January 7th (viewership: 142,000).

🔗 **EarthTimes:** Fossil's Wrist PDA was highlighted online on January 7th.  
<http://www.earthtimes.org/articles/show/1138.html>

🔗 **Dallas Morning News:** Crayton Harrison's story featuring the Fossil Wrist PDA appeared in the January 7th edition of the daily newspaper (circ: 519,014).  
<http://www.dallasnews.com/sharedcontent/dws/bus/stories/010805dnbusfossil.336a0.html>

🔗 **VNUNet:** Iain Thomson's article highlighting the Fossil Wrist PDA appeared online on January 7th (circ: 500,000). <http://www.vnunet.com/news/1160347>

🔗 **What PC?:** Iain Thomson's article highlighting the Fossil Wrist PDA appeared online on January 7th. <http://www.whatpc.co.uk/news/1160347>

☞ **TheTechLounge:** The Fossil Wrist PDA was featured online on January 7th.  
[http://www.thetechlounge.com/article.php?directory=ces\\_05\\_day\\_1&page=5](http://www.thetechlounge.com/article.php?directory=ces_05_day_1&page=5)

☞ **Fibre 2 Fashion:** The Fossil Wrist PDA was highlighted in an article which appeared online on January 7th. [http://www.fibre2fashion.com/news/NewsDetails.asp?News\\_id=12143](http://www.fibre2fashion.com/news/NewsDetails.asp?News_id=12143)

☞ **ComputerActive:** Iain Thomson's article featuring the Fossil Wrist PDA appeared online on January 7th. <http://www.computeractive.co.uk/news/1160347>

☞ **Computing:** Iain Thomson's article featuring the Fossil Wrist PDA appeared online on January 7th (circ: 112,417). <http://www.computing.co.uk/news/1160347>

☞ **I-Newswire:** The Fossil Wrist PDA announcement was included online on January 8th. <http://i-newswire.com/pr2392.html>

☞ **Dallas Morning News:** Crayton Harrison included the Fossil Wrist PDA in the January 8th issue of the newspaper (circ: 596,616).

☞ **Reuters:** Ben Berkowitz & Franklin Paul included the Fossil Wrist PDA in their CES overview story, which appeared on January 8th (circ: 235,980).  
<http://www.reuters.com/newsArticle.jhtml?type=technologyNews&storyID=7272483>

☞ **Online Tonight:** The Fossil Wrist PDA was featured in the "Last Gadget Standing" segment which aired on January 8th.

☞ **Richmond Times-Dispatch:** Gregory Gilligan feature on the Fossil Wrist PDA was included in the January 8th edition of the daily newspaper (circ: 218,826).  
[http://www.timesdispatch.com/servlet/Satellite?pagename=RTD/MGArticle/RTD\\_BasicArticle&c=MGArticle&cid=1031780096224](http://www.timesdispatch.com/servlet/Satellite?pagename=RTD/MGArticle/RTD_BasicArticle&c=MGArticle&cid=1031780096224)

☞ **KSFO-AM 560 ABC (San Francisco) Radio:** Bob O'Donnell and Ron Rosberg (The Gadget Guru) reviewed the Fossil Wrist PDA. The segment was aired during their radio show on January 8th.

☞ **infoSync World:** Mike Oryl included a preview of the Fossil Wrist PDA online on January 9th.  
<http://www.infosyncworld.com/news/n/5695.html>

☞ **WREG-TV Ch 3 CBS (Memphis):** The Fossil Wrist PDA was included in a segment, which was aired on January 9th.

☞ **Cox News Service:** Don Fernandez included the Fossil Wrist PDA in his "CES Gadget" story which ran on January 9th.

☞ **National Jeweler:** The Fossil Wrist PDA was featured in the January 10th issue (circ: 30,895). [http://www.nationaljeweler.com/nationaljeweler/headlines/article\\_display.jsp?vnu\\_content\\_id=1000749822](http://www.nationaljeweler.com/nationaljeweler/headlines/article_display.jsp?vnu_content_id=1000749822)

☞ **Forbes.com:** Don Fernandez's syndicated article featuring the Fossil Wrist PDA appeared online on January 10th (circ: 8,600,000).

☞ **Atlanta Journal Constitution:** Don Fernandez's syndicated article highlighting the Fossil Wrist PDA appeared in the January 10th edition of the daily newspaper (circ: 400,893). <http://www.ajc.com/news/content/living/0105/10hotgadgets.html>

☞ **CIOL:** Ben Berkowitz & Franklin Paul's syndicated article featuring the Fossil Wrist PDA appeared online on January 10th. <http://www.ciol.com/content/news/2005/105011004.asp>

☞ **KSBI 52:** The Fossil Wrist PDA announcement was included online on January 10th. <http://www.ksbitv.com/fashion/1179532.html>

☞ **Keralanext:** The Fossil Wrist PDA announcement was included online on January 10th. <http://www.keralanext.com/news/?id=91093>

☞ **CNN:** Daniel Sieberg's article "CES Vegas Style" which featured the Fossil Wrist PDA appeared on January 11th (circ: 19,776,000).

☞ **CNET:** William O'Neal included Fossil's Wrist PDA in his CES summary on January 11th (circ: 23,247,000). [http://www.cnet.com/4520-10602\\_1-5620613.html](http://www.cnet.com/4520-10602_1-5620613.html)

☞ **Daily Transcript:** Phil Baker included Fossils Wrist PDA in the January 11th issue (circ: 15,000).

☞ **Search Security:** John Boroshok featured the Fossil Wrist PDA in his story which appeared on January 12th (circ: 200,000). [http://searchsecurity.techtarget.com/originalContent/0,289142,sid14\\_gci1044302,00.html](http://searchsecurity.techtarget.com/originalContent/0,289142,sid14_gci1044302,00.html)

☞ **Women's Wear Daily:** Cate Corcoran featured the Fossil Wrist PDA in the January 12th issue (circ: 50,000).

☞ **Rocky Mount Telegram:** Don Fernandez included the Fossil Wrist PDA in the January 12th edition (circ:14,731).

☞ **Europa Star:** The Fossil Wrist PDA was featured online on January 13th. [http://www.europastar.com/europastar/search/search\\_display.jsp?vnu\\_content\\_id=1000752306](http://www.europastar.com/europastar/search/search_display.jsp?vnu_content_id=1000752306)

☞ **The Kansas City Star:** The Fossil Wrist PDA was highlighted in the January 16th edition of the daily newspaper (circ: 275,747).

🔗 **About:** William Hungerford included a review of the Fossil Wrist PDA in the February 16th edition. [http://palmtops.about.com/b/a/2005\\_02\\_16.htm](http://palmtops.about.com/b/a/2005_02_16.htm)

🔗 **Tulsa World:** Deborah Porterfield's syndicated article featuring the Fossil Wrist PDA appeared in the January 16th edition (circ: 214,635).

🔗 **Gannett News Service:** Deborah Porterfield included the Fossil Wrist PDA in her new products article, which appeared on January 17th.

🔗 **Observer-Dispatch:** Deborah Porterfield's syndicated article featuring the Fossil Wrist PDA appeared in the January 17th edition (circ: 45,965).

🔗 **Spectrum:** Deborah Porterfield's syndicated article featuring the Fossil Wrist PDA appeared in the January 18th edition (circ: 23,045).

🔗 **Cedar City Daily News:** Deborah Porterfield's syndicated article featuring the Fossil Wrist PDA appeared in the January 18th edition of the daily newspaper (circ: 19,618).

🔗 **Florida Today:** Deborah Porterfield's syndicated article featuring the Fossil Wrist PDA appeared in the January 18th edition (circ: 94,118).

🔗 **Home News Tribune:** Deborah Porterfield's syndicated article featuring the Fossil Wrist PDA appeared in the January 18 edition (circ: 62,499).

🔗 **The Detroit News:** Deborah Porterfield's syndicated article featuring the Fossil Wrist PDA was included in the January 19th edition of the daily newspaper (circ: 225,174).

🔗 **Bits n Bytes:** Norma and Tony Leone featured the Fossil Wrist PDA in their CES story on January 19th (circ: 386,000)

🔗 **Bartlesville Examiner-Enterprise:** Don Fernandez included the Fossil Wrist PDA in the January 20th edition (circ: 11,121).

🔗 **CBS MarketWatch:** John Dvorak's article about Fossil and the Wrist PDA was posted online on January 20th (circ: 4,836,000).  
<http://www.marketwatch.com/news/default.asp?siteid=mktw&dist=lnctab>

🔗 **Sheboygan Press:** Deborah Porterfield's syndicated article featuring the Fossil Wrist PDA appeared in the January 20th edition (circ: 24,296).

🔗 **The Daily Record:** Deborah Porterfield's syndicated article featuring the Fossil Wrist PDA appeared in the January 22nd edition of the daily newspaper (circ: 44,352).

☞ **Des Moines Sunday Register:** Deborah Porterfield's syndicated article featuring the Fossil Wrist PDA appeared in the January 23rd edition of the newspaper (circ: 245,817).

☞ **Democrat and Chronicle:** Deborah Porterfield's syndicated article featuring the Fossil Wrist PDA appeared in the January 23rd edition (240,033).

☞ **Chronicle-Tribune:** Deborah Porterfield's syndicated article featuring the Fossil Wrist PDA appeared in the January 23rd edition of the newspaper (circ: 20,763).

☞ **The Shreveport Times:** Deborah Porterfield's syndicated article featuring the Fossil Wrist PDA appeared in the January 24th edition of the daily newspaper.  
<http://www.shreveporttimes.com/apps/pbcs.dll/article?AID=/20050124/NEWS05/501240316/1064>

☞ **Daily Southtown:** Deborah Porterfield's syndicated article featuring the Fossil Wrist PDA appeared in the January 24th edition (circ: 48,843).

☞ **Denver Post:** Deborah Porterfield's syndicated article featuring the Fossil Wrist PDA appeared in the January 24th edition of the newspaper (circ: 275,292).

☞ **BargainPDA:** Brian Beeler included a review of the Fossil Wrist PDA which was posted online January 31st. <http://www.bargainpda.com/default.asp?newsID=2395>

☞ **CPU Computer Power User:** The Fossil Wrist PDA was featured in the January issue of the magazine.

☞ **Watch Report:** The Fossil Wrist PDA was reviewed in the February 3rd issue.  
[http://www.watchreport.com/2005/02/review\\_of\\_the\\_a.html](http://www.watchreport.com/2005/02/review_of_the_a.html)

☞ **I4U:** Luigi Manfred included a review of The Fossil Wrist PDA on February 3rd.  
<http://www.i4u.com/article2833.html>

☞ **WLTV-TV (Univision):** Noticias al Amanecer aired a segment about the Fossil Wrist PDA on February 7th.

☞ **MacCentral:** Peter Cohen featured the Fossil Wrist PDA in his story posted online February 14th. <http://www.macworld.com/news/2005/02/14/missing/index.php>

☞ **Mac News Network:** The Fossil Wrist PDA was featured on February 14th.  
<http://www.macnn.com/articles/05/02/14/tivo.desktop.daypho/>

☞ **Watch Report:** Christian Cantrell posted a review of the Fossil Wrist PDA on February 14th.  
[http://www.watchreport.com/2005/02/review\\_of\\_the\\_a\\_1.html](http://www.watchreport.com/2005/02/review_of_the_a_1.html)



☞ **enGadget:** Marc Perton included the Fossil Wrist PDA in his story posted February 15th. <http://www.engadget.com/entry/1234000497031745/>

☞ **Washington Post:** Anthony Zurcher featured the Fossil Wrist PDA in his story which appeared in the February 20th edition. <http://www.washingtonpost.com/wp-dyn/articles/A37123-2005Feb19.html?sub=AR>

☞ **OC Register:** Tamara Chuang featured the Fossil Wrist PDA in the February 21st edition. [http://www.ocreger.com/ocr/2005/02/21/sections/business/gadgetress/article\\_413104.php](http://www.ocreger.com/ocr/2005/02/21/sections/business/gadgetress/article_413104.php)

☞ **Business 2.0:** Matt Maier featured the Fossil Wrist PDA in the February issue (circ: 610,008).

☞ **Cargo:** Adam Baer included the Fossil Wrist PDA in the “Best of CES” story which was posted online in the March issue.

☞ **Popular Science:** The Fossil Wrist PDA will be featured in the March issue (circ: 1,467,566).

☞ **Computer Gaming World:** The Fossil Wrist PDA will be featured in the March 2005 issue of the magazine (circ: 270,014).

☞ **Laptop:** The Fossil Wrist PDA will be featured in the March issue (circ: 115,000).

☞ **PC Upgrade:** The Fossil Wrist PDA will be featured in the March issue (circ: 45,000).

☞ **IN New York Magazine:** The Fossil Wrist PDA will be featured in the March issue.

☞ **AmericaEconomia:** The Fossil Wrist PDA will be featured in the March issue of the magazine.

☞ **Stuff:** Stewart Wolpin will be including the Fossil Wrist PDA in his “Most Wanted” round up for the April issue of the magazine (circ: 1,248,700).

☞ **Entrepreneur:** Amanda Kooser will be including the Fossil Wrist PDA in the April issue (circ: 550,920).

☞ **Mobile PC Magazine:** The Fossil Wrist PDA will be reviewed in the May issue (circ: 200,000).

☞ **Popular Mechanics:** The Fossil Wrist PDA will be featured in the May issue

☞ **EZ Tech Guides:** Gord Goble will be including the Fossil Wrist PDA in an upcoming issue.

☞ **Information Security:** The Fossil Wrist PDA will be featured in an upcoming issue.

**Fossil Status Report for Wrist NET**

MRB Public Relations has been actively pursuing various media outlets on behalf of Fossil's Wrist Net. MRB has generated a significant amount of interest among the media since the recent Wrist Net announcement.

## **VII. Materials**

☐ MRB distributed the Wrist Net announcement in October.

☐ MRB drafted and distributed the press release announcing the new styles of the Wrist Net in January

## **VIII. Media Results & Upcoming Placements:**

☐ **Bellingham Herald:** Debbie Porterfield included the new Abacus Wrist Net in her article which appeared in the November 8th edition of the daily newspaper.(circ:27,468)

☐ **Fort Collins Coloradoan:** Debbie Porterfield included the new Abacus Wrist Net in her article which appeared in the November 8th edition of the daily newspaper. (circ: 29,050)

☐ **Pensacola News Journal:** Debbie Porterfield included the new Abacus Wrist Net in her article which appeared in the November 9th edition of the daily newspaper. (circ: 64,580)

☐ **El Paso Times:** Debbie Porterfield included the new Abacus Wrist Net in her article which appeared in the November 14th edition of the daily newspaper.(circ: 74,278)

☐ **Town Talk:** Debbie Porterfield included the new Abacus Wrist Net in her article which appeared in the November 14th edition of the daily newspaper. (circ: 169,000)

☐ **Las Cruces Sun:** Debbie Porterfield included the new Abacus Wrist Net in her article which appeared in the November 15th edition of the daily newspaper. (circ: 21,000)

☐ **Ithaca Journal:** Debbie Porterfield included the new Abacus Wrist Net in her article which appeared in the November 24th edition of the daily newspaper. (circ: 19,195)

☐ **Jet:** The new Wrist Net was featured in the November 29th issue.(circ: 857,054)

☐ **Dave's iPaq:** David Ciccone included the new Abacus Wrist Net online on December 2nd [http://davesipaq.com/news/004282/microsoft\\_spot\\_watch\\_abacus](http://davesipaq.com/news/004282/microsoft_spot_watch_abacus)

☐ **Dayton Daily News:** James Cummings' review of the Fossil Wrist Net appeared in the December 3rd edition of the daily newspaper. (circ: 186,475)

☐ **Geek.com:** Matthew Miller posted his updated review of the Wrist Net online on December 4th. (circ: 18,300) <http://www.geek.com/hwswrev/hardware/spotwatches/index.htm>

🔗 **Dallas Morning News:** Crayton Harrison included a review of the Fossil Wrist Net which appeared in the December 4th edition of the daily newspaper. (circ: 519,014)

🔗 **Milwaukee Journal Sentinel:** Stan Miller included a review of the new Abacus Wrist Net which appeared in the December 7th edition of the daily newspaper.(circ: 244,893)

🔗 **The Troy Record:** Stan Miller's review of new Abacus Wrist Net appeared online December 7th.

🔗 **Geared Out:** Eddie Garcia reviewed the new Fossil Wrist Net in the December 8th issue of the publication. Eddie noted that "It looks like something James Bond would wear with his tux."  
(circ: 5000) [http://www.gearedout.com/files/go\\_dec2004.zip](http://www.gearedout.com/files/go_dec2004.zip)

🔗 **The Union Leader:** The Fossil Wrist NET was included in the December 8th edition of the daily newspaper.(circ: 59,605)

🔗 **Edmonton Journal, Steve & Christopher Makris:** Steve and Christopher included the Wrist NET in the GEAR section of the December 14th edition of the daily newspaper.(circ: 144,273)

🔗 **SLCentral:** John Shi's review of the Wrist Net FX3005 appeared online December 15th.

🔗 **Los Angeles Times:** The new Fossil Wrist Net was included in the Gift Guide section of the December 16th edition of the daily newspaper.(circ: 902,164)

🔗 **Los Angeles Times (San Fernando Valley Edition):** Carina Chocana included a review of the Fossil Wrist NET which appeared in the December 16th edition of the daily newspaper.(circ: 902,164)

🔗 **National Post:** Kevin Restivo and Mark Evans included the Fossil Wrist Net in their high-tech gift guide which appeared in the December 16th edition.(circ: 247, 576)

🔗 **21st.com:** Franco Vitaliano posted his review of the new Fossil Wrist Net online on December 16th. [http://www.vxm.com/Fossil\\_NetWatch.1.htm](http://www.vxm.com/Fossil_NetWatch.1.htm)

🔗 **Let's Talk Computers:** Alan Ashendorf interviewed Jeff Bruneau about the new Wrist Net on December 10th. The interview will air on December 17th.

🔗 **Entertainment Tonight:** Producer, Sharlette Hambrick, included the Abacus and the Fossil Wrist Net during the December 20th holiday segment. (view: 20,000,000)

🔗 **Dave's iPAQ:** David Ciccone reviewed the Abacus Wrist Net in the Dec. 28th article " Hello Maxwell Smart meet the Abacus Wrist Net Watch".  
[http://davesipaq.com/articles/fossil\\_msn\\_watch.html](http://davesipaq.com/articles/fossil_msn_watch.html)

☞ **PC Magazine:** Troy Drier reviewed the Fossil Wrist Net which appeared in the January 1st issue.(circ: 700,000)

☞ **PC World:** Michael Lasky reviewed the Fossil Wrist Net which appeared in the January 4th issue.(circ: 1,112,089) <http://www.pcworld.com/reviews/article/0,aid,119048,00.asp>

☞ **Yahoo news:** The Fossil Wrist Net announcement was included online January 5th (circ: 45,774,000)[http://biz.yahoo.com/prnews/050105/sfw133\\_1.html](http://biz.yahoo.com/prnews/050105/sfw133_1.html)

☞ **Mysan.de:** The Fossil Wrist Net announcement was included online January 5th <http://www.mysan.de/international/article20352.html>

☞ **ArriveNet:** The Fossil Wrist Net announcement was included online January 5th <http://press.arrivenet.com/bus/article.php/552516.html>

☞ **Windows for Devices:** The Fossil Wrist Net announcement was included online January 6th <http://www.windowsfordevices.com/news/NS3512773674.html>

☞ **eCoustics:** The Fossil Wrist Net announcement was included online January 6th <http://news.ecoustics.com/bbs/messages/10381/116609.html>

☞ **Strategiy:** The Fossil Wrist Net announcement was included online January 6th <http://www.strategiy.com/inews.asp?id=20050106024349>

☞ **infoSync World:** The Fossil Wrist Net announcement was included online January 7th <http://www.infosyncworld.com/news/n/5689.html>

☞ **I-Newswire:** The Fossil Wrist Net announcement was included online January 8th <http://i-newswire.com/pr2391.html>

☞ **I-Newswire:** The Fossil Wrist Net announcement was included online January 8th <http://i-newswire.com/pr2391.html>

☞ **InSync:** Kay Hodgdon included the new Fossil Wrist Net in the January issue of the magazine. (circ: 30,500)

☞ **Computer Shopper:** Brian Bennett reviewed the new Abacus Wrist Net for the February issue of the magazine. (circ: 504,352)

☞ **Consumer Reports:** Susan Lorimor included the new Fossil Wrist Net in the January/February issue of the magazine. (circ: 4,000,000)

☞ **Minnesota Meetings & Events:** Janet McLaughlin included the new Fossil Wrist Net in the Winter issue of the magazine. (circ: 23,000)

🔗 **CNet:** Rafe Needleman reviewed the Fossil Wrist Net FX3005 in the February 15th edition (circ: 23,247,000).

🔗 **Wired:** Cathy Lu will be including the new Abacus Wrist Net in the March issue of the magazine. (circ: 592,399 )

🔗 **E-Gear:** Grant Clauser will be including the new Abacus Wrist Net in an upcoming issue of the magazine. (circ: 125,000)

🔗 **Razor:** Hayley Gudat will be including the new Fossil Wrist Net in an upcoming issue of the magazine. (circ: 343,000)

🔗 **Complex:** Ryan Babenzien will be featuring the new Fossil Wrist Net in an upcoming issue of the magazine.

MRB will continue to keep you abreast of any upcoming media opportunities. Please let us know your thoughts.