



IMMEDIATE RELEASE

360 E. 500 S., Farmington, Utah 84025

Deron Williams, NBA Point Guard & Rockwell Timekeepers join together for multi-year partnership

Salt Lake City (February, 20, 2009) - President and CEO, Rich Eggett is proud to announce that Deron Williams, Utah Jazz PG, and Rockwell have entered into a multi-year agreement beginning immediately. Deron is going to be supporting Rockwell off the court, in the clubs or even on the golf course where DWill spends much of his off-season.

Rockwell, known in the Action Sports World as having some of the coolest timepieces and the partnership with Deron Williams is a perfect fit. Deron has a vise for cool watches and Rockwell has some of the best in the market today.

“Rockwell represents a great place in the market by having cool watches, neat designs and quality people associated with the company. Hopefully, this partnership takes Rockwell to another level, I am excited for the future of this company”. - Deron Williams

During the next few months Deron will be working with the Rockwell Design Team to collaborate on a future DWill8 Edition of watches. In addition lending ideas to Rockwell, Deron will also be very involved in the Rainmaker Series, an exclusive group of people that must be approved to purchase a Rainmaker Watch by the program gatekeeper and advisory committee.

Rockwell also has committed to continue the support of the Point of Hope, A Deron Williams Foundation.

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DERON WILLIAMS
UTAH JAZZ



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