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CHOPARD TO SPONSOR 20TH ANNIVERSARY RUNNING OF THE CALIFORNIA MILLE

Chopard Watches of Switzerland will be the prime sponsor of the 20th running of the California Mille, scheduled for April 25-29, 2010, Martin Swig, Mille organizer, and Karl-Friedrich Scheufele of Chopard, announced today.

A major sponsor of Italy's famed Mille Miglia and other high-line motoring events, Chopard joined the California Mille in 2009 as the presenting sponsor. "It was an incredible experience that we just had to repeat," said Marc Hruschka, President and CEO of Chopard USA. "Historic race cars, dedicated drivers from around the world and individuals with an acute appreciation of fine machinery--whether under the hood of an Alfa Romeo or behind the face of a Chopard watch; a passion for extreme precision and sporting elegance link the two."

The 20th anniversary drive will feature a number of important milestones. "In addition to the thousand-mile, four-day Mille event over northern California back roads, we'll be saluting Alfa Romeo's 100th anniversary," said Swig. "Typically, our Mille will draw a dozen or so Alfas. Next year, we're expecting perhaps twice as many--- including a special surprise or two from the Alfa Romeo factory and museum in Arese, Italy. Add to that the fact that Chopard will be celebrating its 150th anniversary and I think we can agree that 2010 is the year to celebrate the Mille, Alfa Romeo and Chopard."

In 1928 Alfa took first place in the Mille Miglia's second year. "We'll honor that 'first' with two 'seconds' of our own: Karl-Friedrich, the second generation of the Scheufele family (owners of Chopard), has been invited to co-drive a 1928 Alfa Romeo 6c 1500 Sport Zagato Spider with my son, David, the second generation heir to the California Mille. If that's not a memorable 'first' I don't know what is," said Swig.

Plans call for the California Mille to depart San Francisco's Nob Hill on Monday, April 25, overnight twice in Mendocino, and return to Sausalito on April 29 for a gala civic celebration and awards banquet.

In addition to Chopard, other sponsors include the Fairmont Hotel & Resorts, the Lodi Winegrape Commission and KSFO Radio.

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