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**OPERNHAUS
ZÜRICH**

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ROLEX BECOMES PARTNER OF ZURICH OPERA HOUSE LUXURY BRAND SUPPORTS FIRST GERMAN-LANGUAGE OPERA HOUSE

Time plays an essential role in opera. Music is like a complex clockwork. All participants have their place and are timely tuned to each other. Only through precision, professionalism and perfection does this art form unfold its magic. The Rolex brand stands for such perfection and excellence and seeks for it in its partners. The Zurich Opera House is delighted to enter into a partnership with the traditional company Rolex with immediate effect. The luxury brand will support the Opera House, as the first one in the German-speaking world, over the next five years and thus make a valuable contribution to the continuity of artistic excellence and high-class work.

«Rolex is delighted to become a partner of the Zurich Opera House, Switzerland's most important cultural institution. Widely admired for upholding the highest artistic standards, the Opera House is renowned for its innovative productions and dedication to training young artists. Helping to perpetuate knowledge is integral to Rolex, a committed supporter of the arts for more than 40 years. Other partners include the Opéra national de Paris, the Royal Opera House, the Metropolitan Opera and Teatro alla Scala. »

Arnaud Boetsch, Communication & Image Director with Rolex SA

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«We feel honored to be included in the selected circle of Rolex partners. Both institutions are linked by their Swiss origin and international appeal. In addition to Rolex artists such as Cecilia Bartoli, Juan Diego Flórez, Sir Bryn Terfel and Benjamin Bernheim, who are regular guests in Zurich, we are delighted that Rolex will support the artistic direction of the Opera House, the encouragement of individual excellence and the pursuit of perfection. We are grateful for the trust placed in us and for the generous commitment. »

Andreas Homoki, General Manager with Zurich Opera House

This makes Rolex the third partner of Zurich Opera House, among long-standing supporters UBS and Credit Suisse.