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**WILLIAM OPTICS**

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***For immediate release:***

## WILLIAM OPTICS AND FERRARI SIGN LICENSING AGREEMENT

**Taipei- March 14, 2007** — William Optics Co. Ltd. is proud to announce that in December 2006 it has entered in a contractual agreement with Ferrari S.p.A. for the manufacturing of binoculars and astronomical products under the license of Ferrari.

Benchmarking itself against legendary Ferrari, William Optics -a renowned leader in optical instrument manufacturing and distribution- will challenge the canons of what constitutes "good optics" to deliver a family of products that are truly outstanding, elegant, yet lifetime-long in durability. As a tribute to legendary Maranello house's leadership in its industry, William Optics will strive to reach new pinnacles in style and quality through the research of new mechanical solutions, materials and designs.

William Yang, president of the William Optics commenting on this new exciting project, said: "It is a great honor to work in collaboration with such a distinguished team as Ferrari, but also a great challenge to keep up with their exacting standards. It is therefore both an enriching experience and an encouragement to deliver only the best. Our loyal customers will be the ones to benefit the most and enjoy really these exclusive products".

As in the tradition of the Taiwanese-American manufacturer whose telescopes are often equaled to pieces of art, the new line will not only be beautiful but also at the cutting edge of performance and technology. Suited for leisure and sports alike, the new products will satisfy the most discerning users.

William Optics is set to announce the release of its new line in the next two months to coincide with the sixtieth anniversary of the Prancing Horse Marque and the beginning of the Formula 1 racing season.

### About William Optics

A well-known name in amateur astronomy and terrestrial optics, William Optics, headquartered in Taipei, Taiwan, has a decade-long experience in high-quality telescopes, binoculars, spotting scopes and other astronomical accessories and equipment. Its brand products are available through a worldwide network of more than 70 specialist distributors in 35 countries. Its motto is "Crafting the world's finest astronomical instruments".

For more information please visit [www.williamopticsracing.com](http://www.williamopticsracing.com) and [www.williamoptics.com](http://www.williamoptics.com)

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