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**ASTRONAUT BUZZ ALDRIN AND BULOVA
CONGRATULATE FRED MEYER’S EDWARD DAYOOB**

Las Vegas, July 6, 2004 – Former astronaut and Accutron spokesperson Buzz Aldrin joined Bulova Corporation executives at the company’s JCK Show – Las Vegas booth to congratulate Facets of Hope Dinner co-guest-of-honor Edward Dayoob, President and C.E.O., Fred Meyer Jewelers, Inc.

Sponsored by Jewelers for Children (formerly Jewelers Charity Fund for Children), an industry fund dedicated to charities that primarily assist children, the annual dinner honored Mr. Dayoob for his enthusiastic support of a broad spectrum of programs to benefit children in need. A member of the Jewelers for Children Charity Programs Committee, Dayoob also plays an active role in the Oregon Chapter of the National CASA Association. Bulova was among the patrons of the dinner, held at The Bellagio, Las Vegas on Sunday, June 6th.

Dr. Aldrin, the second man to walk on the moon as lunar module pilot on Apollo XI, the first manned moon landing, has been associated with Accutron since 2001. Bulova recently announced that Aldrin, an active sportsman and promoter of space technology, would continue as spokesperson for the high-technology sports/adventure brand through the spring of 2005, with appearances in Accutron consumer and trade print advertising, as well as related special features.

Founded in 1875, Bulova remains one of the world’s most recognized brands, reaching a wide range of consumers with its Bulova, Accutron and Caravelle watches, as well as its award-winning Bulova Clocks. A subsidiary of Loews Corporation, the U.S. owned and operated company is headquartered in New York City. Over the past four years, with the acquisition of the respected Wittnauer name, now functioning as a separate entity under the Bulova corporate umbrella, the addition of the *Art of Time* subsidiary to manufacture custom grandfather clocks, and the reestablishment of proprietary operations in Europe as part of new international operating strategy, Bulova continues to consolidate its position as a leader in the timekeeping industry.