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BULOVA AND CIRQUE DU SOLEIL UNITE IN PURSUIT OF PRECISION, STYLE AND ACCURACY

New York, March 17, 2010 – Bulova Corporation today announced it will be the official timepiece partner of *Cirque du Soleil™ (Varekai™)* in Switzerland. The partnership will kick off with an exclusive private performance for special guests called “Precision and Beauty In Motion,” at BaselWorld, the watch world and jewelry show, which was choreographed specifically for Bulova by *Cirque du Soleil*.

The event will celebrate the launch of Bulova’s newest technology platform, Precisionist, which is the world’s most accurate quartz watch with a continuous sweeping second hand. With Precisionist, Bulova blends technology, design and style; utilizing the sweeping second hand as a visual symbol for the movement’s extraordinary precision. The *Cirque du Soleil* performers will embody Bulova’s commitment to upholding an extraordinary legacy of excellence in design, style and technology, the hallmarks of its timepieces.

“Bulova is ecstatic about our partnership with *Cirque du Soleil*, a company that enjoys the pursuit and celebration of beauty and precision, just as the Bulova brand does,” stated Dennis W. Perry, Bulova Corporation President. He continues, “Their skill and elegance in performance wholly embodies the unparalleled accuracy and design Bulova achieves in Precisionist.”

As an official sponsor of *Cirque du Soleil* in Switzerland, Bulova will be incorporated into the *Varekai* marketing campaign. Additionally, the brand will receive onsite exposure at the show.

“*Cirque du Soleil* is thrilled to be working with Bulova and we’re proud to have them on board as an official sponsor in Switzerland,” said Ross Meltzer, Corporate Alliances Director of *Cirque du Soleil*. He continues, “We seek to align our brand with proven leaders in their respective industries. It’s about creating true partnerships with companies like Bulova who share a mutual passion for innovation, performance and engagement.”

Bulova has been an industry leader and innovator in timekeeping since the company’s founding in 1875. In the 1950s, NASA turned to Bulova for its Accutron technology, then under development and not yet commercially available, to accomplish its progress toward the first lunar landing. In 1960, Bulova debuted Accutron commercially. It was the most spectacular breakthrough in timekeeping technology in 300 years and the most accurate technology then available. Fifty years later, the company continues its legacy with the introduction of Precisionist.

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About Bulova

Founded in 1875, Bulova remains one of the world's most recognized brands, reaching a wide range of consumers with its Bulova, Bulova Accutron, Caravelle by Bulova, Wittnauer and licensed Harley-Davidson® Timepieces by Bulova watches, Frank Lloyd Wright Collection® watches and clocks, and the award-winning Bulova Clocks. An independent subsidiary of Citizen Watch Company, Ltd. of Japan, Bulova is headquartered in Woodside, New York City with offices in Switzerland, Canada, Mexico and the Far East. Continuing to maintain its position at the forefront of the timekeeping industry, Bulova is committed to upholding an extraordinary legacy of excellence in design, style and technology as it expands to meet the needs of a diverse global audience.

About Cirque du Soleil

Cirque du Soleil is a Canadian company recognized the world over for high-quality artistic entertainment, with over 5,000 employees and 1,200 artists from over forty countries.

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