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REVITALIZED BULOVA LAUNCHES GLOBAL ADVERTISING CAMPAIGN
EMPHASIZING DESIGN AND STYLE

New York, March 30, 2006 – Bulova Corporation has announced a new global advertising campaign based on the successful on-going program in the Americas that helped the international timekeeping company achieve record-breaking sales in 2005.

Updated and enhanced to reflect Bulova's worldwide product, the campaign, set to debut in both Europe and Asia-Pacific this year, will feature a coordinated global message highlighting the company's established strengths in design and style. Keyed to Bulova's continuing revitalization, the multi-media project will be targeted to consumers in the 20-to-40-year-old age bracket.

With a distinctive graphic approach mirroring the bold styling of the watches, the advertisements will depict the timepieces and models at equal size, creating a unique departure from traditional watch ads. This design will be featured in print advertising and television commercials, both slated for an intensified media schedule. Also included in the campaign is a full-range of point-of-sale support materials including new displays, counter cards and consumer brochures.

Both the advertising campaign and the featured products reflect Bulova's long-standing emphasis on understanding evolving tastes and preferences.

"Bulova has always prided itself on its capacity to react to changing consumer demands," explains Herbert C. Hofmann, the company's President and Chief Executive Officer. "For more than 130 years, a major component of Bulova's success has been our ability to translate current styles into watch designs that address the shifting trends in the marketplace."

Since 1875, the Bulova Corporation has devoted itself to the world's timekeeping needs, using artistry and technology to meet the demands of a changing society. Recognized internationally for craftsmanship, design and service, Bulova reaches a wide range of consumers with its diversified watch and clock collections.