

BUZZ ALDRIN BECOMES A SPOKESPERSON FOR BULOVA

New York, January 2001 – Francie Abraham, Bulova Vice President of Marketing, has announced another great milestone in Bulova history – this fall, Apollo XI astronaut, Buzz Aldrin, the second man to walk on the Moon, will launch a new Accutron endorsement campaign to be featured in *Time*, *Newsweek*, *Sports Illustrated* and *U.S. News and World Report*.

Aldrin landed on the lunar surface on July 20, 1969 with his crewmate, Neil Armstrong. As part of this historic mission, the crew deployed important scientific instruments that used an Accutron timer mechanism to control critical data transmissions.

As the highlight of Bulova's national sales meeting, Aldrin celebrated the endorsement announcement with the Bulova sales force. This great American hero was met with standing ovations as he reflected on Bulova's contributions to the U.S. space program and the vast potential of Accutron technology as it launches into the future.

In a riveting presentation, Aldrin recounted his fascinating, often harrowing, adventures as an astronaut, paying tribute to the unprecedented collaboration among government, university researchers and private industry essential to the success of the space program.

As early as April 1964, he noted, barely three years after President John F. Kennedy called for "a great new American enterprise...achieving the goal, before this decade is out, of landing a man on the moon and returning him safely to Earth," James Webb, the NASA administrator, wrote personally to General Omar Bradley, Chairman of the Bulova Board of Directors, to express his appreciation of Bulova's role in the space program.

"In his letter," Aldrin reported, Webb "noted that the third anniversary of the Explorer XI 'switch-over' of experiments was coming up in May. He pointed out the 'switch-over' had been the first successful operation of its kind within an orbiting satellite and that it was the electronic timer developed and manufactured by Bulova that made this possible."

Aldrin's own association with Bulova, he explained, dated from his first space flight in November 1966 on Gemini XII. It was, he later learned, the eighth consecutive manned Gemini space mission to use Bulova Accutron timing devices – their performance, under unusually sensitive conditions, was both impressive and, to a novice astronaut, reassuring.

"Just after hearing the last seconds of the countdown, Jim Lovell reported that our spacecraft clock had started. From that point on, we wouldn't be able to distinguish true day or night, just ground elapsed time, measured on our cabin clock. The clock on the instrument panel was a 24-hour dial Bulova Accutron clock."

"One of the most important activities of the Gemini XII mission was the orbital rendezvous with the Agena unmanned spacecraft," Aldrin continued. "Developing

efficient procedures for docking two vehicles was a crucial element in the preparation for a moon landing. Bulova had supplied Accutron timing units for the Agena and for the Gemini XII. When we made our first attempt at radar contact with the Agena, I have to admit Jim Lovell and I were both amazed when the computer readout immediately clicked with the desired digits. Timing and accuracy were crucial in the success of these operations.”

Bulova Accutron technology also played a pivotal role in Aldrin’s most celebrated mission – Apollo XI, the first landing of men on the Moon. “Five unmanned Lunar Orbiter satellites, each equipped with Bulova electronic timers, had already successfully mapped ten potential manned-landing sites on the Moon,” he explained. “And, on that Apollo XI spacecraft, Bulova Accutron tuning forks served as components of the on-board navigation system. These miniature tuning forks ‘chopped’ light into fast-paced moving patterns designed to assist in navigation to the Moon and back: one device was used in the star-tracker system and the other in the horizon sensor system.”

On July 20, 1969, Aldrin and Neil Armstrong began their brave descent to the lunar surface aided by a 60-hour dial Accutron clock in the Lunar Module.

And, while Aldrin’s Moon visit lasted less than a day, the proven reliability of Accutron assured a longer stay. “The two hours and thirty-one minutes allotted for our walk on the moon moved in spasms,” Aldrin recalled. “We had many tasks to accomplish. Some seemed quite easy and others dragged on. It took me a long time to erect the passive seismometer (the ‘moonquake’ detector). The Accutron timer in the seismometer was self-powered to operate for a minimum of one year.”

Having experienced Accutron’s unfailing reliability under unprecedented challenges, Aldrin has remained an unqualified admirer of Bulova’s premier brand. Paying tribute to Bulova’s role as “a pioneer in the development of timekeeping technology and as a company proud of its American heritage and the support it has given this country,” Aldrin urged the sales force to continue to build on this proud heritage.

“Bulova was one of the partners in the commercial sector that helped to bring man to the moon. It is your challenge in the year 2001, to continue to develop the partnerships within this great American company that will ensure the continuation of the success that you achieved in the year 2000.”

Bulova, founded in 1875, has been keeping America’s time for generations. Still U.S. owned and operated, Bulova enters the 21st century dedicated to upholding its proud tradition of unceasing innovation and exceptional craftsmanship.