

BULOVA UNVEILS SPACEVIEW 21 – THE ACCUTRON FOR THE NEW CENTURY

New York, September 17, 2001 – Bulova Corporation is celebrating over 40 years of leadership in electronic timekeeping with the introduction of the Accutron Spaceview 21, a unique reinterpretation of one of the landmarks of 20th century watchmaking, the Accutron Spaceview.

Introduced to the public on October 25, 1960 as the world's first fully electronic watch, the original Accutron represented the most fundamental change in timekeeping technology since the development of the mechanical clock. Replacing gears and balance wheels with the vibrations of an electronically activated tuning fork, this remarkable timepiece hummed softly (in the key of F sharp) as it split each second into 360 oscillations. With only 12 moving parts, Accutron provided unprecedented reliability and durability – a promise backed with the industry's first guarantee of accuracy. Each Accutron was guaranteed to keep time precisely to within one minute per month, translating to 99.997% accuracy on the wrist. Chosen as one of the most innovative inventions of the mid-20th century, an Accutron was included in a time capsule buried at New York's 1964-65 World's Fair and intended to last for 5,000 years. By 1973, enthusiastic consumers had purchased over four million of these truly state-of-the-art timepieces.

Even before its commercial introduction, the extraordinary Accutron technology had become a vital component of the U.S. space program. Although the earliest prototype, created by Bulova engineer Max Hetzel, appeared in 1955, within four years Accutron timers were an important feature of the Explorer satellite program, essential for the control of data transmissions. Throughout the '60s, as both NASA and Bulova continued to focus on ever higher goals, Accutron timers soared through space. On July 20, 1969, their shared efforts culminated in the first moon walk, during which an Accutron timer was placed in the Moon's *Sea of Tranquility*.

A tribute to these pioneering steps in space exploration, the remarkable Accutron Spaceview, with its distinctive transparent dial, gave the ordinary consumers of the 1960s an extraordinary glimpse of space age technology in action. Originally constructed as a model to aid retailers in understanding the tuning fork mechanism, this astonishing timepiece soon became the centerpiece of the Accutron line.

Today, this sense of wonder is recaptured in the Spaceview 21 – a stunning first-hand view of the finest timekeeping technology of the new century. Every Spaceview 21 is powered by an oscillating microgenerator that converts the movement of the wearer's arm into a continual power source for a rechargeable battery. An external power booster provides instant energy for immediate use. Once the watch is fully charged, it will run for up to six months without further motion or power boosting.

Including the transparent dial and unusual recessed caseback setting crown of the original Spaceview, each Spaceview 21 features a stainless steel case and bracelet, domed

sapphire crystal, on-bezel date indicator, secure deployment buckle, and water resistance to a depth of 30 meters. Customers can select between silver finish (style 26B06, suggested retail \$950) and two-tone versions (style 28B64, suggested retail \$995). A must for connoisseurs, the Spaceview 21 will have a numbered limited production run of only 2,000, with 1,000 of each version available.

Designed in America and handcrafted in Switzerland, Accutron continues its proud tradition with sport, dress/sport and special function watches combining superb styling with today's finest quartz technology.

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