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IN PURSUIT OF THE ULTIMATE ACCURACY IN TIMEKEEPING, BULOVA INTRODUCES PRECISIONIST

New York, March 17, 2010 – Today at BaselWorld, the watch world and jewelry show, Bulova Corporation introduced its newest technology platform, Bulova Precisionist, the world's most accurate watch with a continuous sweeping second hand. With the launch of Precisionist, Bulova blends technology, design and style; utilizing the sweeping second hand as a visual symbol for the movement's extraordinary precision, a watch that is, in fact, designed to be noticed.

"Bulova is committed to upholding an extraordinary legacy of excellence in design, style and technology and is proud to introduce its newest technology platform, Precisionist," stated Dennis W. Perry, Bulova Corporation President." He continues, "The importance of accurate time measurement cannot be understated. In horseracing, a horse wins by the tip of a nose, in swimming, the slightest touch of a fingertip ahead of a competitor can earn a gold medal. In timekeeping, absolute accuracy has long been viewed as an important measure of the quality of a timepiece."

Precision Is In The Details

Precisionist was developed by Bulova in cooperation with its parent company, the Citizen Watch Company, in response to Bulova-led research which paved the way for the development of a technology that supports the company's goal of providing distinctive and beautifully designed watches.

With Precisionist, Bulova has added a third prong to a standard two prong quartz crystal creating a torsional resonator. This innovation results in eight times the vibration frequency of a traditional quartz watch resulting in the most accurate watch with a continuously sweeping second hand. The aesthetic movement of the second hand becomes the symbol to the consumer of Bulova Precisionist and signals a watch with accuracy so exceptional, you can see it. The technology is accurate to 10 seconds per year as compared to most other quartz watches, which are accurate to fifteen seconds per month.

A History of Innovation

Bulova has been an innovator in timekeeping since the company's founding in 1875. The company strives to provide consumers with premier technology and design. 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.

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As with the introduction of the ground-breaking Accutron technology 50 years ago, Bulova has continued to strive for perfection in accuracy combined with unique design. Fifty years later, the company continues its legacy with the introduction of Precisionist. Featured in a tightly focused and distinctively designed collection of watches, Bulova Precisionist is set to debut at BaselWorld in March 2010 and will be available at retail starting Fall 2010. The collection will retail at a suggested price range of \$299 to just under \$1,000.

A History of Innovative Advertising

Bulova has also been an innovator in advertising. Producing both the world's first radio and TV commercials, the corporation historically supports its brands with strong communication platforms at significant levels of investment. In 2009, Bulova was the only one of the top 10 U.S. watch advertisers to increase its media expenditures. In 2010, a completely new advertising campaign has been created to introduce Precisionist as well as feature the full range of Bulova product categories on television, in print, on radio and in non-traditional media.

Product Availability

The Precisionist technology will be available in new timepieces ranging from dress to sport to ladies' diamonds within the Bulova brand including the Claremont, Longwood Champlain and Tanglewood collections. They are targeted to the consumer who is looking for a watch that will be noticed both for its styling and technology. Set to debut at BaselWorld in March 2010, the timepieces will be available at retail starting Fall 2010 with price ranges between \$299 and \$1,000.

For further information, please visit www.bulova.com.

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.

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