

**J.C. PENNEY HONORS BULOVA  
AS JEWELRY VENDOR OF THE YEAR**

New York, May 2001 – Bulova Corporation is extremely pleased to announce that it has been selected by J.C. Penney as its Jewelry Vendor of the Year, for the year 2000. Bulova was chosen among all of J.C. Penney’s jewelry vendors to receive this prestigious award.

This Divisional Merchandising Manager Award was presented to Bulova, at the J.C. Penney Suppliers Summit at J.C. Penney headquarters in Plano, Texas on May 2, 2001.

The award was given in recognition of Bulova’s outstanding service to J.C. Penney through merchandising leadership, product development, quick response, quality standards and marketing competitiveness. Bulova products saw a 25% sales increase at J.C. Penney in the year 2000.

“Bulova is extremely proud to be recognized by J.C. Penney. We strive to service J.C. Penney, and all of our retail partners, in the best way possible,” said Herbert Hofmann, Bulova’s President and Chief Executive Officer, “This award is shared by all of us at Bulova who continue to make our family of brands a growing success. It is an exceptional way to commemorate the year 2000, our 125<sup>th</sup> anniversary year.”

For more than 125 years, since 1875, Bulova has been known for producing distinctive timepieces of extraordinary quality and value. Today, its extensive selection includes a broad range of men’s and ladies’ watches – from the state-of-the-art Accutron brand, to Bulova’s versatile array of dress, business and sport styles, to the fashion-oriented Caravelle line – as well as an award-winning collection of classic and contemporary clocks.

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