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**BULOVA CORPORATION CELEBRATES A MILESTONE IN TIMEKEEPING
INNOVATION AND INTRODUCES A GROUNDBREAKING NEW TECHNOLOGY**

New York, March 17, 2010 – Today, at BaselWorld, the watch world and jewelry show, Bulova Corporation celebrated a revolutionary breakthrough in timekeeping technology introduced 50 years ago, Accutron, and presented a new groundbreaking timekeeping technology called Precisionist. To commemorate the 50th anniversary of Accutron, Bulova unveiled a Limited Edition replica of the original alpha case of the Accutron Spaceview 214.

When Accutron debuted on October 25, 1960 it was the most accurate timing mechanism available and the first personal timekeeping advancement in 300 years. The world's first electronic watch without springs or an escapement, it was operated by an electronically activated tuning fork, instead of a ticking it hummed.

"We are pleased to be celebrating this milestone today which has helped to define Bulova's reputation for innovative technology" stated Dennis W. Perry, President of Bulova Corporation. "Fifty years ago, our Accutron technology set a new standard of precision which established its place in timekeeping history. Fifty years later we are honoring that history with a stunning hand made replica of the original Spaceview design. We are confident Accutron enthusiasts will appreciate the design and value captured in this very special anniversary time piece."

Design History

In 1960, Accutron changed the way the world told time by offering the most accurate timekeeping mechanism ever created. Advertising support for the original Accutron watch, with a traditional dial, described it as "the only timepiece guaranteed accurate on your wrist." Created with a transparent dial, the original Spaceview model was not designed as a commercial watch, rather as a selling aid for Bulova retailers. The technology was incorporated into the actual design and let retailers and potential buyers see the unusual tuning fork technology. Requests soon poured in for the company to make the transparent design available to consumers. The combination of design and technology—helped people understand the difference and efficacy of Accutron versus other timepieces and created its iconic status.

The Bulova Accutron limited edition Spaceview 214 recreates the landmark tuning fork technology. Each hand-made replica will be presented in a specially designed wood and glass display case. The watch has a stainless steel case with a curved sapphire crystal and an alligator strap. Each watch will be inscribed with a limited edition number matched on the official plaque on the presentation case, identifying its place in the controlled production of 1,000 pieces.

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Accutron History

Bulova Accutron had an important place in history as an integral part of 46 missions of the US space program. Before the technology was available commercially, NASA requested its use in the development of the United States' greatest single engineering achievement, man's first landing on the moon. In addition to the role Accutron technology played in the missions leading up to the first manned lunar landing, on July 20, 1969, Neil Armstrong and Buzz Aldrin placed an Accutron timer in the Sea of Tranquility to control transmissions of data to earth. The Accutron logo became a symbol to the consumer of the accuracy of the watch and was later adopted as Bulova's corporate logo

Product Availability

The original Spaceview 214 is one of the most prized collectibles among watch enthusiasts. To celebrate the 50th anniversary, the Spaceview limited edition replica of only 1,000 pieces will be sold globally at a suggested retail price of \$4,000 starting Fall 2010.

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, 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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