



UNDER STRICT EMBARGO UNTIL 17 MARCH 2010 15.40 (GMT)

BULOVA ESTABLISHES UK SUBSIDIARY AND LAUNCHES NEW TECHNOLOGY AT BASELWORLD

New York, 17 March 2010 – Bulova Corporation has announced the establishment of a wholly owned subsidiary, Bulova UK Limited, with responsibility for sales, distribution, warehousing and servicing of Bulova and Bulova Accutron products throughout the United Kingdom and Ireland. Heading the new subsidiary, as general manager, will be Gordon Dickens, most recently divisional director for Casio Electronics Co. Ltd. with responsibility for the UK timepiece division.

“Bulova is firmly committed to the UK market,” explains Bulova president, Dennis W. Perry. “We are making a significant investment to ensure that we have a strong management team in place, as well as the structure required to meet the needs of a highly competitive market.”

The latest step in the 135-year-old company’s continuing global expansion, the UK subsidiary joins a network of facilities including the headquarters in New York City and offices in Switzerland, Canada, Mexico and the Far East. Bulova UK Ltd. will be fully operational by the end of the first half of 2010. The launch will be supported by approximately £1 million in initial capital.

Gordon Dickens, a sales and marketing professional with more than 30 years experience in account management and business development, brings to his new position as the general manager for Bulova UK Ltd. extensive knowledge of the UK watch and jewellery industry. During his 15-year tenure at Casio, Dickens’ responsibilities comprised a range of operational, sales and marketing functions, with an emphasis on strategic development across all segments of the market. Prior to joining Casio, Dickens was associated with a number of multinational corporations within the UK, gaining extensive training in and exposure to the challenges and opportunities of the market.

Dennis W. Perry continued: “Based on our analysis, we believe our Bulova and Bulova Accutron brands address underserved segments of the market with styling that delivers considerable value to the UK’s discerning watch consumer.”

As well as innovative and exciting new products, the Bulova and Swiss-made Bulova Accutron brands, each with sharply distinguished identities will also be offering timepieces proven successful in over 55 worldwide markets and particularly appropriate to UK consumer needs.

Most notably, with 2010 marking the 50th anniversary of Bulova’s introduction of the milestone Accutron tuning fork technology, the UK market will serve as one of the initial launching points for a new, highly innovative technology Bulova Precisionist, the world’s most accurate quartz watch with a continuous sweeping second hand set to be unveiled at BASELWORLD 2010.

The heritage of the landmark timepiece that provided unprecedented accuracy as the world’s first fully electronic watch, will also be commemorated by a special edition Spaceview design, incorporating the distinctive exhibition case of the most renowned original Accutron timepieces.

Added to these exciting Bulova brand introductions will be the debut of the Bulova Adventurer collection featuring Swiss designs inspired by timepieces from the corporate archives popular with explorers and adventurers of the early 20th century.

Filling a gap in the current UK market, Bulova’s existing, and extremely successful, self-winding mechanical collection, combining time-honoured technology with distinctive open-dial aperture and exhibition caseback styling, offers an acknowledged standard of watchmaking excellence at an



affordable price. Another key component of the worldwide Bulova brand is styling unique to the sport category containing design elements with architectural inspiration. And, while diamond accented watches are available in the UK market, Bulova has proven its superiority in this category worldwide. The inventive designs and diamond setting techniques which distinguish the Bulova diamond collections in many markets will be supplemented in 2010 with eight new, distinctly designed collections.

Aimed at the sophisticated and knowledgeable consumer who demands the finest in design and technology, the Bulova Accutron brand is crafted in Switzerland with styling by some of Europe's foremost designers. Offering the finest Swiss mechanical and quartz movements, including the renowned Valjoux 7750, this luxury brand offers a select group of exquisitely balanced collections, all in high-quality stainless steel with sapphire crystals and water resistance to a minimum of 30 meters.

Retailers can contact Gordon Dickens on 01923 432722.

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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 Co., Ltd. of Japan, the New York-based 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.