

FOR IMMEDIATE RELEASE

A TIME TO HELP!

Hublot lends a Helping Hand



Swiss Luxury Watchmaker to Support Hurricane Sandy Relief Efforts

NEW YORK, Nov 11, 2012 – Hublot has designated Thursday, November 15, 2012 as a day to unite and raise money for Hurricane Sandy relief efforts. In support of those who have been affected by the destructive storm, 25% of the proceeds from all sales in US Hublot boutiques will go to help Sandy's victims reconstruct their lives. All funds raised will be donated to Charity to support those in need.

"So many lives have been severely impacted by this devastating storm and it's our duty as human beings to offer support during this time of recovery," **stressed Jean-Claude Biver, Hublot's Chairman and Ricardo Guadalupe, Hublot's CEO.** "Our thoughts are with everyone working to rebuild their lives and communities."

Hublot operates seven boutiques nationwide, including New York City/Madison, Beverly Hills, Las Vegas, Bal Harbour, Palm Beach, Boca Raton and Atlanta. With the help of all employees and customers, the brand hopes to raise significant funds during these challenging times. For those customers who have been eyeing their favorite Hublot timepiece, this is the perfect opportunity to make a difference. For more information, visit **www.hublot.com**

About Hublot, the exclusive story of Fusion

"Hublot? A different way to progress" say those who know this unique Swiss watch company, where each and every moment moves forward to create the future at breathtaking speed. A dream, initiated and developed by Hublot's Chairman Jean-Claude Biver with CEO, Ricardo Guadalupe, these two men are responsible for turning the Hublot brand into a genuine success story in which the Big Bang, King Power, Classic Fusion and Masterpieces represent the symbols of a constantly evolving tradition. From watch complications and revolutionary materials to world class collaborations such as FIFA World Cup™, Formula One™ and Ferrari, Hublot characterizes itself through the "Art of Fusion" philosophy, bringing tradition into the future. On a commercial level, the network of approved retailers has grown rapidly and currently stands at 800 points of sale and 56 exclusive boutiques around the world.

Hublot Press contacts:

HUBLOT USA: GCK Partners - Marisa Drew mdrew@gckpartners.com & Britta Towle btowle@gckpartners.com btowle@gckpartners