



## Nouveautés

TO CELEBRATE ITS BEVERLY HILLS BOUTIQUE OPENING, HUBLOT COMES TOGETHER WITH LIVING-LEGEND USAIN BOLT TO “RACE” MONEY FOR CHILDREN CHARITY

Beverly Hills, CA (September 28th, 2011) – Hublot, the luxury Swiss brand that brings the "Art of Fusion" to watchmaking - is proud to partner up with its living-legend ambassador Usain Bolt to celebrate its new Beverly Hills boutique through the “Hublot Race Challenge” and soiree.

The fastest man in the world, virtuoso of the 100 meters, conqueror of the 200 meters, the man who broke records on the athletics tracks! Nicknamed "Lightning Bolt", the living-legend Hublot ambassador 25 year-old Jamaican sprint star is not only an outstanding sportsman, but also a man with a naturally sunny disposition who shares his gifts with humility. Like Hublot, Usain Bolt is dedicated to the value of sharing, and is committed to sharing the company's own success and making a contribution to support those who are less fortunate.

Personally involved in a number of children's projects in Jamaica, he joined for the occasion children from STAR Education, a non-profit leader in educational after school programming and community-based cultural enrichment projects, in a race seeking to raise money for the Usain Bolt Foundation while increasing awareness about the importance of physical activity and healthy eating. The “Hublot Race Challenge” took



place at the grounds of the Greystone Mansion and was hosted by sports media personality Neil Everett, where every kid that finishes the race before Usain Bolt raised \$10,000 for the foundation. In addition, Hublot and Usain Bolt announced a new program that will be created for STAR Education. The Hublot and STAR "Games" will launch their summer program in 2012 through track & field competitions to encourage an active lifestyle.

"For Hublot, it is hugely symbolic for a watchmaker to see his watch worn by the fastest man in the world! The concept of time is sacred, for him and for the brand... Hublot measures time, Usain Bolt always seems to outrun it!" said Hublot Managing Director, Ricardo Guadalupe. "Like Hublot, Usain has set himself apart from the rest of the world through his unique abilities, but on this day, we seek to unite the community in a common principle of sharing". "Hublot's constant efforts to share its success with the worldwide community have always inspired me", says Usain Bolt. "I am proud to join them in spreading that message of love and to celebrate their new boutique". Adds Greg Simonian, Hublot Beverly Hills Boutique: "Wherever you find Hublot, you see the company giving generously to worthy causes. It's an honor to partner with Hublot in my home town, and support great charities like STAR Education, for many years to come."

Following the race challenge, a special evening took place at the exclusive Mr. C's, where Hublot aficionados and Usain Bolt fans gathered to view the latest collection of Hublot watches and toasted to the new Beverly Hills boutique opening. Usain Bolt surprised the crowd with a special DJ performance.

