Press Release
30th October 2008

Hublot to play at Old Trafford!

Old Trafford, Manchester: at this mythical stadium, Hublot today announced its partnership with Manchester United. The watchmaking brand is making its entrance into the "Theatre of Dreams" at the very place where the heart of the Club has been beating for nearly one hundred years, and becomes official timekeeper for the most famous football club in the world.

A club with an exceptional record, and legendary players – the Club acknowledged as "THE" number one club in the world: Manchester United! also known as the Red Devils. The club which, from now on, will continue its journey with Hublot. A red-letter day for the Swiss watchmaker, and an important step which reinforces its presence in the footballing world, after being the first luxury brand to be associated with this sphere of activity two years ago. In the presence of the international media, executives of Manchester United and Hublot presented the values which led to the association of their names.

The bonds established by Hublot in the realm of football have facilitated encounters and made it possible to win the confidence and friendship of managers, players and supporters alike. Manchester United is woven into the collective memory, thanks to the remarkable skills of great players such as Bobby Charlton, George Best, Eric Cantona and David Beckham, but also Wayne Rooney, Cristiano Ronaldo and Ryan Giggs. But not only for this reason: the club is also respected for its history and tradition and its forward way of thinking. With its vision of football extending beyond sport, as an activity which generates social interaction and friendship. Its level of rigour and perfection, and its performances, endow it with an international aura. So many values shared with the watchmaker, which is proud to be associated with the Red Devils in 2008. This is a special year in two respects: first because it is the 130th anniversary of the Club, and second because of their double victory - one in the Premier League and one in the Champions' League.

<u>The Red Devil Bang</u>
Acknowledged and appreciated as a luxury item that can be worn while engaged in sporting activities, as well as during an evening out, our timepieces - a symbol of fusion and innovation - have won over the hearts of new fans. And these fans may well rejoice: the partnership between Hublot and Manchester United heralds a new Big Bang: the **Red Devil Bang**, a black ceramic chronograph displaying a 45-minutes counter – the duration of a football match half – especially developed by Hublot for football and Manchester United. Sporting on its dial the celebrated Red Devil logo, this is a somewhat rebellious watch that honours the colours of the club, whose history is punctuated with victories and memorable dramas.

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Within the framework of its partnership with Manchester United, the CEO of Hublot, Jean-Claude Biver, strongly wished to also make a commitment to the "Manchester United Foundation", an organisation which helps young people through various football-related activities. The Foundation has developed educational programmes in order to promote better social integration and also provides support for sick children. It acts at international as well as local level. Hublot has always been involved in activities in support and defence of children. As Mr Biver says: "The height of luxury is the capacity to share". Part of the proceeds from the sales of the "Red Devil Bang" watches will thus be donated to the Foundation.

Just as a reminder: Jean-Claude Biver, Hublot CEO, was at the origin of a pioneering and unexpected development when he decided to associate Hublot's image with football. The brand began by associating with the Swiss team during the 2006 World Cup, then became involved as official timekeeper at Euro 2008, and meanwhile created a special watch for the Mexican Football Federation. Finally, its latest passionate interest was for the Spanish team, some fifteen days before they won the Euro 2008!

Further information on :

www.manutd.com
www.mufoundation.org
www.hublot.com

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"RED DEVIL BANG"

TECHNICAL DATA

Case	"Big Bang" diameter 44.5 mm in satin-polished black ceramic, with satin-finish end pieces
Bezel	Black, satin-polished ceramic with 6 titanium H-shaped screws – sunken, polished and blocked
Crystal	Sapphire crystal with interior/exterior anti-reflection treatment
Bezel lug	Red composite resin
Lateral inserts	Black composite resin
Back	Titanium with sapphire crystal, interior anti-reflection treatment with opaque Manchester United logo
Crown	Steel with black rubber insert
Push-pieces	Steel, rectangular with black rubber insert
Water-resistance	100 m or 10 ATM
Dial	Matt black microblasted with red index appliqués markers, yellow motion-work, 45-minute counter with yellow figures at 9:00, red Red Devil logo in the counter at 3:00
Hands	Brilliant black with yellow luminescent feature, red chronograph hand
Movement	45-minute counter mechanical chronograph with automatic winding, Hublot HUB45 calibre
No of components	252
Rubies	55
Bridges	Polished, satin-finish with chamfered edges
Screws	Black PVD
Calendar	Rectangular aperture at 6:00 with yellow date
Oscillating weight	Tungsten carbide with dimpled surface coated with black PVD
Bottom plate	Sand-blasted; rhodium-plated
Barrel	With reinforced spring
Escapement	Glucydur balance spring
Power reserve	42 hours
Strap	Adjustable ribbed black rubber
Clasp	Steel and black PVD deployant clasp
Limited Edition	500 numbered pieces 01/500 - 500/500

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