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ATLANTA: PHIPPS PLAZA LOCATION COMMEMORATES LUXURY BOUTIQUE OPENING

HUBLOT OPENS EIGHTH BOUTIQUE IN THE U.S. MARKET

**Phipps Plaza location commemorates
luxury boutique opening with V.I.P. event**

ATLANTA, Ga. – November 12, 2012

– In celebration of the grand opening of their new Atlanta boutique, Swiss luxury watchmaker Hublot invited watch connoisseurs and VIP's to Atlanta's prestigious Phipps Plaza for an intimate preview of the new boutique and collections on display. Five to eight boutiques are planned to open in the next three years as part of aggressive U.S. expansion.

“We are proud to bring a new level of watchmaking expertise and creativity to this important market in the US,” states Jean-Claude Biver, Chairman and Ricardo Guadalupe, CEO of Hublot. “As Atlanta is itself a wonderful mix of people, cultures, the old and new, it's the perfect fit for Hublot and our vision of fusion.”

VIP guests—who included hip-hop superstar , V103 personality and Atlanta Hawks announcer Ryan Cameron, and president and co-founder of Ludacris' Chaka Zulu, among others—walked the black carpet into the 1,000-square foot boutique,



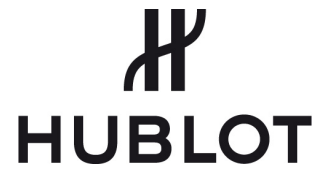
where they were treated to Moët champagne and hors d'oeuvres from Davio's. Brand consultants showcased and allowed guests to try on timepieces from the Big Bang, King Power, Classic Fusion and Tutti Frutti collections, as well as limited edition and one-of-a-kind pieces.

Hublot underlined their unique visual approach with branded animation towers, creating captivating holographic images of the watches on display. Dynamic liquid crystal glass panels also added movement and life to wall showcases. In addition, a media wall at the boutique entrance allowed guests to experience Hublot TV, which featured the latest Hublot events and product news from around the world.

Nuances of the boutique's intimate design reflect Hublot's "passion and fusion" philosophy through a blend of rich, warm materials. Black marble, dark leather and chrome-finished metals are used throughout to convey a modern, luxurious atmosphere.

The layout features distinct retail zones and allows for varying degrees of intimacy and product interactivity. The rear area of the boutique is reserved for personal consultations and includes a VIP area for additional privacy.

One of America's most vibrant cities, Atlanta is known as a favored residence for music, film and television stars, as well as professional athletes, all of whom are key consumer segments for the brand. Under the dynamic leadership of Mayor Kasim Reed, Atlanta is quickly becoming one of the most prominent cities in the American South. The new Atlanta location brings the total number of Hublot boutiques worldwide to 57. Within the US, Hublot currently operates boutiques in Bal Harbour, New York/Madison, Beverly



Hills, Las Vegas, Palm Beach, Boca Raton
and St. Thomas.

Hublot Atlanta boutique address:

Phipps Plaza - 3500 Peachtree Road
Northeast
Space #1083-C - Atlanta, GA 30326