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HUBLLOT CELEBRATES LAUNCH OF ITS CUSTOM “305” TIMEPIECE

MIAMI, FL – September 28, 2012 – Luxury Swiss watchmaker, Hublot, celebrated the unveiling of its new, limited edition Hublot King Power “305” Timepiece on Wednesday, September 26, at W South Beach Hotel & Residences. The unveiling and launch party, with special guest and Miami Heat DJ, DJ Irie, featured a 30-foot video wall, catering by famed culinary experts at W South Beach Hotel & Residences, free-flowing Dom Perignon champagne, support from The Collection and Ferrari, and an official unveiling announcement from Miami Heat’s Udonis Haslem, Rick De la Croix, Hublot President of the Americas and Hublot’s CEO, Ricardo Guadalupe, in town from Switzerland to support Hublot’s newest collection and the brand’s continued growth in the United States.

The introduction and unveiling of Hublot’s newest timepiece of technology, art and fusion was experienced by Miami’s top influencers and tastemakers, celebrities and special Hublot clients, including: Heat players; Dwyane Wade, Alonzo Mourning, Mario Chalmers, Udonis Haslem, Joel Anthony, Norris Cole, Juwan Howard, James Jones; actress Gabrielle Union, Lisa Hochstein, Real Housewives of Miami; NFL’s Jeremy Shockey; musical artists Rico Love and Rick Ross; DJ Irie; Ken Gorinowner of The Collection; Rick De La Croix, Hublot President of the Americas; Ricardo Guadalupe, Hublot CEO; select members of the news media and more.



The King Power “305” Collection is a special edition timepiece, limited to just 40 pieces, and specially developed to honor “The Gateway to the Americas.” The watch is white and ocean blue to evoke the sand and sea of South Florida, and engraved with “305” to represent the city’s well known area code. In addition, the 48 mm-diameter watch is made from King Gold, which is 18 carat gold with 5% platinum, and lends to its distinctive red color. The watch's solid case-back, also in King Gold, is engraved with a view of Miami’s South Beach and the number “305.” The blue Hornback alligator strap, stitched onto white rubber, completes the watch. Another version of the collection, set with 374 white diamonds and totaling approximately 3.34 carats, is also available in an extremely limited run of 10 pieces.

Hublot opened its first U.S. store in Bal Harbour, FL, in December 2011 and has since partnered with a variety of celebrities, charities and sports teams, including signing as the official watch of the Miami Heat during the 2011 championship season. Hublot is scheduled to open its newest U.S. boutique in Atlanta in October 2012.