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HUBLLOT & FERRARI CELEBRATE U.S. LAUNCH OF THE BIG BANG FERRARI TIMEPIECES

New York, NY – (September 13, 2012)

– Amongst the glitz and glamour of New York Fashion week, Hublot hosted an exclusive cocktail reception to celebrate the U.S. debut of the Hublot Big Bang Ferrari Titanium and Magic Gold timepieces at the Ferrari showroom on Park Avenue.

The evening kicked off with a private press hour for top watch enthusiasts at the New York watch exhibition, TimeCrafters. Following cocktails, special guests of Hublot were whisked away from the Park Avenue Armory to the Ferrari showroom via Hublot branded SUVs.

Top New York influencers and press including, President and CEO of Ferrari North America, Marco Mattiacci, American football player, Plaxico Burress and his wife, Tiffany, editors, Bruce Pask, Mark Ellwood, Paige Reddinger, Hyla Bauer, Noah Levy, Aaron Sigmond, Joshua David Stein, stylist, Brooke Magnaghi and watch aficionados Jack Forster, Roberta Naas, Michael Thompson, Jonathan Bues, Rachel Gold, Mark Bernardo, Jason Pitsch, Marie Picon and Meehna Goldsmith came out to admire the new Big Bang Ferrari Titanium model and the scratch-resistant Magic Gold timepiece that were flown in from Geneva especially for the occasion. The Swiss luxury watchmaker transformed the Ferrari showroom for the celebration; along with life-sized artwork of the timepieces, a Hublot-branded 'pit crew' greeted guests upon arrival. To add to the excitement of the



evening, four Ferrari sports cars lit up the red carpet.

Throughout the night, guests enjoyed Swiss and Italian inspired hors d'oeuvres and an Italian countryside bar that served a selection of regional spirits. A highlight of the night was entertainment by the fashion industry's favorite DJ, Mia Moretti, whose playlist had the crowd dancing. At the end of the night, guests were treated to a Hublot gift bag including a branded keychain and gourmet Swiss chocolates. Hublot's partnership with Ferrari was announced last November. Hublot first unveiled the Big Bang Ferrari timepieces at Basel 2012.