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MIAMI: UNVEILING AND CELEBRATION OF KING POWER "305" TIMEPIECE

MIAMI, FL – November 24, 2012 – Luxury Swiss watchmaker Hublot today announces the unveiling of its new limited edition Hublot King Power "305" timepiece will take place on Wednesday, September 26, at The W South Beach. The unveiling and launch party, with special guest and Miami Heat DJ, DJ Irie, features a 30-foot video wall, catering by famed culinary experts at W South Beach, free-flowing Dom Perignon champagne and an official unveiling announcement from Hublot's CEO, Ricardo Guadalupe and Hublot Americas exclusive partner Rick De La Croix.

The watch: Engraved with the number "305" - the city's famous area code - white and ocean blue to evoke the sand and sea of South Florida, the King Power Miami "305" is a special edition limited to just 50 pieces, specially developed to honour "The Gateway to the Americas". This 48 mm-diameter watch, made from King Gold (18 carat gold with 5% platinum which lends it its distinctive red colour) is equipped with a HUB4214 mechanical self-winding skeleton chronograph movement, formed of 257 components, which oscillates at a frequency of 28,800 vibrations/hours and boasts a power reserve of approximately 42 hours. The watch's solid case-back, also in King Gold, is engraved with a view of Miami Downtown and, of course, the number "305". The blue Hornback alligator strap, stitched onto white rubber, completes the watch, which is water-resistant to 100



metres. A version set with 374 white diamonds, totalling approximately 3.34 carats, is also available in an extremely limited run of 10 pieces.

To schedule interviews, confirm attendance or receive media passes, contact: **Nicole Kasak at (813) 966-4314 or, \n Este endereço de email está protegido contra piratas. Necessita ativar o JavaScript para o visualizar. .**

Hublot opened its first U.S. store in Bal Harbour, FL, in September 2010 and has since partnered with a variety of celebrities, charities and sports teams, including the Official Watch of the 2012 Champions Miami Heat and their captain Hublot Brand ambassador Dwyane Wade.

The introduction and unveiling of Hublot's newest masterpiece of technology, art and fusion will be experienced by Miami's top influencers and tastemakers, celebrities, special Hublot clients and select members of the news media.