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## DEPECHE MODE AND HUBLOT – A FUSION OF TALENT AND PASSION FOR A BIG BANG TO BENEFIT CHARITY: WATER!

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**Berlin, 18 March 2013** – In a special event held today in Berlin, **Hublot** and **Depeche Mode** announced a special charity partnership to benefit **charity: water**, a non-profit bringing safe drinking water to the developing world. Depeche Mode and Hublot have a history of joining forces to support charities. In 2010, Hublot and Depeche Mode raised funds for the Teenage Cancer Trust with a benefit show at London’s Royal Albert Hall and a unique auction: an auction of 12 exclusive boxed sets, each containing a Hublot watch, a ‘piece unique’ with the cover of one of Depeche Mode’s 12 studio albums on its dial, along with the vinyl and digital version of each album, a golden framed CD and autographed stills. This year, Hublot and Depeche Mode agreed to work together on a larger scale, to benefit charity: water, an organization strongly supported by the band.

charity: water’s founding purpose is to bring safe drinking water to people in developing countries around the world. Nearly 800 million people (nearly 1 out of every 9 people worldwide) lack access to safe drinking water – an epidemic-level problem charity: water is committed to solving. To date, they have funded over 8,100 water projects, providing access to clean, safe drinking water to more than 3.2 million people in 20 countries. And through the partnership announced today, Hublot and Depeche Mode have expressed



their shared commitment to make charity: water's global impact even greater.

The announcement was made today by **Depeche Mode**, Hublot Chairman **Jean-Claude Biver** and **Scott Harrison**, founder and CEO of charity: water.

Asked about the partnership, Depeche Mode's **Martin Gore** stated, *"I have personally been a supporter and advocate of charity: water for a while now, so I'm thrilled that we as a band can expand our support for the organization and help to make significant difference in places around the world struggling without a proper supply of drinking water."*

**Jean-Claude Biver** added: *"No Water, no Life! Water is life and water should be available to everybody. Nobody should suffer from a lack of water. That's why we try to help to share water. Sharing water means sharing life and sharing love."*

**Scott Harrison** concluded: *"charity: water is honored to build a multi-faceted partnership with Hublot and Depeche Mode over the next year. The support of these two amazing partners will help bring clean, safe drinking water to thousands of people in developing countries while driving awareness about the water issue on a global scale."*

This unique collaborative effort aims to break the record set in 2010. For this reason, Hublot designed not just 12 watches, but an exclusive series of 250 timepieces: the Limited Edition of Big Bang Depeche Mode.

Striking in black ceramic, it thoroughly embodies the aesthetic of Depeche Mode while at the same time symbolizing the art of



fusion that is the hallmark of Hublot. Part of the sales proceeds from each watch will go directly to charity: water. To coincide with the start of Depeche Mode's Delta Machine tour, Hublot will launch an advertising campaign to raise awareness for the charity, along with the commercial launch of the Limited Edition Big Bang Depeche Mode timepiece. Throughout the tour, Hublot will have special events in store for Hublot customers and collectors at selected stops.