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HUBLLOT CELEBRATES 25 YEARS OF THE MIAMI HEAT IN THE MAGIC CITY

Rick de la Croix, President of Latin America for Swiss Luxury Watch Brand Presents the Miami HEAT with Official 25th Anniversary Clock

Miami, FLA - February 27 2013 – The Magic City shined bright last night to celebrate 25 years of the Miami HEAT. Hublot President of Latin America, **Rick de la Croix**, kicked off the celebration at the American Airlines Arena with a presentation of the official Hublot 25th Anniversary wall-clock to **Pat Riley**, President of Basketball Operations for the Miami HEAT. In honor of this special occasion, the brand also unveiled a limited edition Hublot 25th Anniversary Miami HEAT collection, a set of his and her timepieces in traditional Miami HEAT team colors. *“The electricity in Miami is second to none,”* stated **Ricardo Guadalupe, CEO of Hublot**. *“The combination of the enthusiastic fans along with the energy and passion of the organization is exactly why we collaborated with the Miami HEAT, our first sports partnership in the US. This collaboration continues to reinforce Hublot’s philanthropic strategy and success. When we – with Jean-Claude Biver, Chairman of Hublot – heard it was the 25th Anniversary, we simply had to commemorate it with this beautiful limited edition set. The Hublot 25th Anniversary Miami HEAT Limited Edition collection celebrates this relationship and offers a distinctive way for Miami HEAT fans to connect with the team through the Hublot brand.”*



Micky Arison was the guest of honor when Hublot partnered with Haute Living to host a VIP lunch at Il Gabbiano where the 25th Anniversary set was unveiled. Watch enthusiasts and Miami HEAT fans were treated to an intimate Q&A with Arison hosted by Shane Battier. The festivities continued into the evening when Hublot presented the Motown Revue, an annual HEAT fundraiser hosted by **Madeleine and Micky Arison** and **Pat and Chris Riley**. Held at the home of **Mike and Constance Fernandez** in Gables Estates, attendees included the entire Miami HEAT team highlighted by Hublot ambassador, **Dwyane Wade**, danced the night away to live entertainment provided by Motown stars, The Four Tops and The Temptations. A highlight of the evening was the live auction where the first limited edition Hublot 25th Anniversary Miami HEAT set along with a championship bottle of Moët was auctioned off for \$101,000 and a trip to the Hublot factory in Nyon, Switzerland was auctioned off for \$51,000- all benefit the Miami HEAT Charitable fund. Hublot has a long-standing relationship with the Miami HEAT. In 2012, the brand introduced the King Power Miami HEAT Chronograph and the Hublot White Hot Big Bang timepiece. The Hublot 25th Anniversary Miami HEAT collection is a numbered, limited edition set of 25 pieces. A portion of the proceeds from each watch benefits the Miami HEAT Charitable Fund. The collection is only available during the months of April and May at the Hublot Boutique in the Shops at Bal Harbour.

References

301.CI.1137.HR.HEA13 (Men's Watch): Diameter 44 mm. Movement HUB 4100 Self-winding chronograph movement (252 components, 27 jewels, frequency 28'800 A/h). Polished and satin-finished black



ceramic case with a microblasted black ceramic bezel, 6 H-shaped titanium screws. Trapezoid window at 4.30. Strap made of black rubber and Hornback crocodile with red stitching. Power reserve of 42 hours. Water resistant: 100 metres or 10 ATM. Exclusive 25th Anniversary Miami HEAT emblem on the dial at 9 o'clock. **342.CI.1137.LR.HEA13** (Ladies' Watch): Diameter 41 mm. Movement HUB1145 Self-winding chronograph movement (287 components, 57 jewels, frequency 28'800 A/h). Polished and satin-finished black ceramic case with a black PVD 18K white gold bezel set with 42 red spinels. 6 H-shaped titanium screws. Trapezoid window at 4.30. Strap made of black rubber and red colored alligator with black stitching. Power reserve of 42 hours. Water resistant: 100 metres or 10 ATM. Exclusive 25th Anniversary Miami HEAT emblem on the dial at 3 o'clock.