

HUBLLOT

MONTHLY NEWS

F E B R U A R Y 2 0 1 0

N°3



EDITO

Following on from 2009, the second best year in Hublot's entire history, 2010 appears to have started well. Not only does this year hold some extremely important events for the brand, including the opening in the near future of the Vendôme boutique, but the new 2010 collection, unveiled in January at the SIHH trade show in Geneva, has also been a great success. Indeed, sales during the few days of the trade show were more than double those of 2009, which bodes extremely well for 2010.

Jean-Claude Biver

EVENTS

ALINGHI

2010 began to a flamenco rhythm for Hublot, which celebrated the launch of the new watch dedicated to Alinghi to the sound of the group «Chico & les Gypsies». The watch will be available in a limited edition of just 333 pieces. The occasion saw Ernesto Bertarelli, owner of the Swiss boat - Defender of the 33rd America's Cup - presented with the King Power Alinghi no. 1. Enthusiastic as ever, he proudly announced that the team was ready to do battle with the American boat on the 8th February at Valencia. Hublot will be there to cheer on the Swiss boat!

KING POWER ALINGHI

Hublot donated a King Power Alinghi for auction at a gala evening in support of the Smiling

Children Foundation. The exclusive watch was bought for 80,000 Swiss francs - three times its sale price!

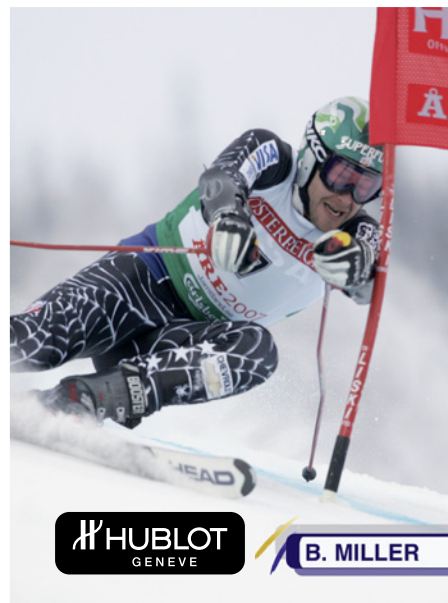
AMERICAS'S CUP HUBLLOT OFFICIAL TIMEKEEPER

Hublot has announced a deepening involvement in the legendary and hotly-anticipated America's Cup sailing competition, with its appointment as Official Timekeeper for the races organised by the Consorcio Valencia. Hublot will be right at the heart of the action in the most celebrated of sailing races, symbolised by the oldest sports trophy in the world: the silver ewer.



THE ALPINE AND NORDIC WORLD SKI CHAMPIONSHIPS 2011

Hublot's prestigious sporting image has also earned it an association with the world of skiing. The brand will be a partner at the skiing World Championships in both the Alpine and Nordic disciplines. As «Official Timekeeper», its clocks will be counting the minutes and seconds on screens around the world during the competitions. The Alpine World Ski Championships take place at Garmisch-Partenkirchen and the Nordic World Ski Championships at Oslo, in February 2011.



NEW HUBLLOT AMBASSADOR

Dario Cologna, the Swiss cross-country skier, is the new sports ambassador for Hublot: this talented young skier is the first Swiss citizen to have won both the «Tour de ski» in 2009 and the World Cup.

AMBASSADDRESS

Veronica Varekova has been chosen to embody the feminine side of Hublot's spirit in a new poster campaign. The top model, who is also an ambassador for the African Wildlife Foundation, shares many of Hublot's core values. Hublot has committed itself alongside this dedicated and passionate woman to supporting the Foundation in its efforts to preserve the wildlife and communities of Africa.

**HUBLOT BOUTIQUES:
VENDÔME AND MADISON**

Hublot's second Parisian boutique (the first is on Rue St-Honoré) is to open soon in Place Vendôme, an international symbol of French luxury. And Madison Avenue will be home to Hublot's first New York boutique, due to open in the spring of 2010.



INSIDER

NEW MODEL AHEAD OF BASELWORLD

Hublot's first watch featuring two time zones was unveiled to herald the new collection for Baselworld 2010: housed in a King Power case, the second time zone dial is positioned at 2 o'clock, with a Retrograde Date at 9 o'clock and a Tourbillon at 5 o'clock. This timepiece is available in «King Gold», Zirconium and Black Ceramic versions.

