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HUBLOT CELEBRATES THE NEW YORK LAUNCH OF THE KP ARTURO FUENTE

Paula Zahn Conducts A Heartfelt Interview with Carlos Fuente Jr. New York, NY – (December 10, 2012) – Hublot hosted an intimate luncheon in honor of Carlos Fuente Jr., owner of Arturo Fuente Cigars, to celebrate the New York debut of the King Power “Arturo Fuente” timepiece at the exclusive Grand Havana Room. The watch is a result of the unique collaboration between the fine Swiss luxury watchmaker and one of the world’s premiere cigar brands.

Hublot’s top customers, as well as watch and lifestyle press, sipped champagne and admired the King Power “Arturo Fuente” timepiece prior to sitting down to a three-course lunch. Former New York City Mayor, Rudy Giuliani, who is a close friend of the Fuente family, stopped by to congratulate Mr. Fuente on the partnership.

As the luncheon came to a close, eight-time Emmy award-winning journalist and friend of the Hublot brand Paula Zahn, conducted a touching interview with Mr. Fuente. He spoke passionately about the Hublot partnership and the synergy that exists between the two brands, specifically the creation of handcrafted products, the importance of precision and the shared philosophy of giving back to the community.

Mr. Fuente also gave an emotional testimony about honoring his grandfather’s legacy and his wish to pass on the company to the next generation. He also spoke ardently about the company’s nonprofit organization, the Cigar



Family Charitable Foundation, a 23-acre complex in the Dominican Republic that features a school, sports and recreation facilities and a medical clinic.

Mr. Fuente remarked, "For my family and everyone who is here today, this is a very special moment and the best culmination of 100 years of my family's achievements. Today we celebrate with a BIG BANG and leave 2012 with great cigars and a great watch, the Hublot King Power "Arturo Fuente."

This past October, Hublot celebrated the launch of the partnership in Santo Domingo at the Arturo Fuente factory with CEO of Hublot, Ricardo Guadalupe and Mr. Fuente. The King Power "Arturo Fuente" timepiece was created in celebration of the 100-year anniversary of the Arturo Fuente brand and pays tribute to the Opus X, the rarest type of cigar in the world. Only 100 pieces of the King Gold version will be produced while the ceramic version is limited to 200 pieces. The limited edition timepieces come in a genuine cigar case made out of Macassar ebony and carbon fiber and of course, come with Opus X cigars.