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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

