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NBA LEGEND KOBE BRYANT NAMED NEW HUBLOT AMBASSADOR

Ricardo Guadalupe, CEO of the Swiss Luxury Watch Brand, Unveils Bryant's Signature Timepiece

Los Angeles – 20 March 2013 – Swiss luxury watch brand, Hublot, is proud to announce their newest brand ambassador, the 5-time NBA Champion and Los Angeles Laker, Kobe Bryant.

To commemorate the partnership, Hublot will release Kobe's signature timepiece, the Hublot King Power Black Mamba, worldwide. Inspired by the star's nickname, "Black Mamba," the limited edition watch features a snake around the counter at 9 o'clock and Kobe's jersey number, "24", over 6 o'clock. The star shooting guard will represent the brand on an international level, and joins the ranks of elite Hublot sports ambassadors, from fellow basketball star Dwyane Wade of the Miami HEAT, to famed Olympian Usain Bolt and soccer legend Diego Maradona.

*"Bryant is the perfect choice for Hublot – a brand known for its precision and excellence, traits that have characterized the basketball icon's celebrated career," said **Ricardo Guadalupe, CEO of Hublot**. "We could not be more excited to add Kobe Bryant to our roster of brand ambassadors, all of whom are living testimonies to athletic superiority and perseverance. Kobe's achievements are an inspiration to all of us here at Hublot and we look forward to a wonderful partnership," Guadalupe added.*



In support of the partnership, Hublot will have an ongoing alliance with The Kobe & Vanessa Bryant Family Foundation. The foundation is dedicated to improving the lives of youth and families in need, both domestically and globally. By providing financial resources and developing unique programs, the Foundation strives to strengthen communities through educational and cultural enrichment opportunities.

To kick off the collaboration, Hublot and Kobe hosted a children's basketball shoot-off on March 20th in Los Angeles to raise funds for After-School All Stars. Additionally, a portion of the proceeds from the sale of each King Power Black Mamba timepiece will be donated to the Foundation.

Bryant's new position serves to further strengthen the relationship between the brand and the LA Lakers. In January of this year, Hublot became the first Official Timekeeper of the illustrious NBA franchise.