

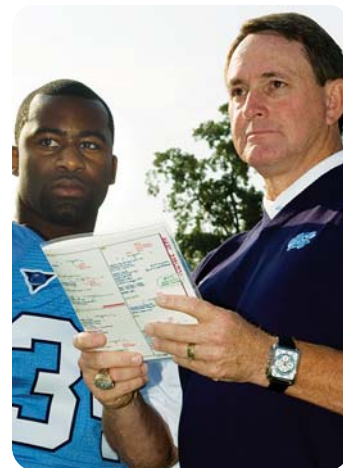


INDUSTRY WATCH

WATCH REPORT | NEWS AND HAPPENINGS FROM THE WORLD OF WATCHES



BRIAN BINNIE: the newest member of the Ball Watch Explorers Club



BUTCH DAVIS: University of North Carolina's head football coach.

JOINING THE CLUB

Pilot Brian Binnie is the newest member of the Ball Watch Explorers Club, a team of adventurers who support the watch brand. Binnie was born in 1953 in Indiana. He spent his childhood in Scotland before returning to the US in 1967. After completing his studies at Brown and Princeton universities, he served as a US Navy pilot for 20 years. Binnie was part of the team that was awarded \$10 million in the Ansari X Prize for the first non-government organization to reach space. Piloting SpaceShipOne to victory, Binnie fulfilled his childhood dream of becoming an astronaut. Now sponsored by Ball Watch, Binnie is working on the development of Virgin Galactic's SpaceShipTwo, a commercial spacecraft, which promises to ferry paying passengers into weightlessness. For Ball Watch and for Binnie, it's all about adventure, exploration and technology. 727.896.4278, ballwatchusa.com

WATCHING THE END OF THE WORLD

IWC Schaffhausen and the IWC Pilot's Watch Mark XVI took on big-screen roles in Roland Emmerich's 2012, which hit theaters in November. Jackson Curtis, played by John Cusack, is determined to save his family from disaster in the doomsday film by trading the watch for an aircraft. The Pilot's Mark XVI is one of the most iconic and coveted watches in the IWC collection. Characterized by its 39 mm case and bold, simple styling, the Mark XVI is a self-winding mechanical watch with a design reminiscent of an aircraft cockpit instrument. It is equipped with a soft iron inner case for protection against magnetic fields and an anti-reflective sapphire crystal secured against displacement by changes in air pressure—perfect for Jackson Curtis as he pilots to heroism. 800.432.9330, iwc.ch



IWC Pilot's Watch Mark XVI

GAINING YARDAGE

Louis Moinet North America kicked off the football season by announcing a limited edition of 20 Twintech Chronographs inspired by the University of North Carolina's head football coach, Butch Davis. He has worn one of the watches, which showcases a Carolina-inspired dial, on the sidelines throughout the 2009 season. Davis's watch is

scheduled to be auctioned off, and proceeds will benefit the SECU Family House, which provides a home away from home for families with an adult patient being treated at UNC Hospitals. Outside of this charity auction, Louis Moinet timepieces are available through an extremely select group of leading jewelry stores, which now includes Grenon's of Newport (RI), the Balance Wheel (Beaver Creek, CO), M. J. Miller & Co. (Barrington, IL), Lussori (Carmel, CA) and Levinson Jewelers (Fort Lauderdale, FL). Ray Grenon, owner of Grenon's of Newport, reports that sales of Louis Moinet watches have been strong. 866.703.1806, lmtime.com