



**FOR IMMEDIATE RELEASE**

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**BULOVA CELEBRATES LANDMARK TECHNOLOGY  
WITH ACCUTRON ASTRONAUT LIMITED EDITION**

*New York, April 12, 2007* – Celebrating its rich heritage of timekeeping innovation, Bulova Corporation has announced the introduction of its limited edition Accutron Astronaut. Based on a landmark design of the early-1960s, this updated Swiss-made timepiece, with precision GMT movement, commemorates the company's revolutionary original Accutron and its pivotal role in aeronautical history. Available in a numbered, controlled-production run of 1,000, the first watch in the Astronaut series will debut at this year's Baselworld.

The world's first fully electronic watch, Accutron, introduced to consumers on October 25, 1960, marked a fundamental transformation of timekeeping technology, replacing balance wheels and springs with a tiny electronically activated tuning fork. Offering an unprecedented level of precision, with a guarantee of 99.9977% accuracy, the Accutron timer had already become an integral part of U.S. space technology, pressed into service by NASA during the '50s to perform vital timing functions. Bulova would continue to collaborate with NASA through the early-1970s.

The original Accutron Astronaut paid tribute to this important relationship, incorporating the aviation must of a dual-time GMT movement including a 24-hour scale as well as an independent 12-hour reading.

Inspired by this breakthrough design, the new Accutron Astronaut limited edition (style #28B088), with the superb ETA 2893-2 automatic, mechanical 21-jewel GMT movement, features a dedicated red-tipped 24-hour hand and anodized 24-hour bezel ring shaded to differentiate between day and night readings. Crafted of stainless steel, with domed sapphire crystal, luminous hands and markers, locking deployment buckle closure, and water resistance to 100 meters, each of these extraordinary timepieces includes a secure four-screw exhibition caseback, numbered to show each piece's position within the limited run, and is accompanied by a Certificate of Authenticity.

In a very special commemoration of Accutron's pioneering role in space technology, the caseback of every Accutron Astronaut limited edition is etched with the signature endorsement of former astronaut Buzz Aldrin. Well-acquainted with Accutron timing during his years at NASA, Dr. Aldrin, the long-time Accutron spokesperson, installed an Accutron timer on the Moon during the first lunar landing on July 20, 1969.

Bulova, founded in 1875, remains one of the world's most recognized timekeeping brands, reaching a wide range of consumers with its Accutron, Bulova, Caravelle and Wittnauer watches, as well as its award-winning Bulova Clocks. The only company to offer every type of standard consumer timepiece, from watches to the largest clocks for the home, Bulova, a U.S. owned and operated subsidiary of Loews Corporation, is headquartered in New York City, with offices in Switzerland, Canada, and Mexico.