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**WITTNAUER CELEBRATES 125 YEARS OF EXCELLENCE
WITH SPECIAL LIMITED EDITION TIMEPIECE**

New York, November 8, 2005 – To commemorate Wittnauer’s 125 years of watchmaking achievement, Bulova Corporation has announced an elegant limited-edition timepiece, to be produced in a controlled-production run of 125, each numbered and accompanied by a certificate of authenticity.

With a dramatic pavé dial formed of 246 rich black diamonds framed in a double circlet of 108 sparkling white diamonds, the Wittnauer 125th Anniversary Limited Edition Timepiece brilliantly defines the superb craftsmanship and special-occasion luxury of America’s own Swiss watch. A stunning reflection of contemporary elegance, this landmark timepiece is crafted of stainless steel, with sleek, sophisticated lines, a domed sapphire crystal, four-screw caseback, deployment buckle closure and water resistance to a depth of 30 meters. Priced at \$2,995, this extraordinary watch will be available at selected Wittnauer dealers.

Founded in New York City in 1880 by young Swiss immigrant, Albert Wittnauer, the Wittnauer brand was designed from the start to combine Swiss craftsmanship with the functions and durability demanded by active American consumers. Emphasizing innovation and performance, along with fine styling, Wittnauer quickly became a favorite of navigators, astronomers, geographers and explorers, a position capped with the 1918 introduction of the Wittnauer All-Proof, the world’s first waterproof, shock-proof and anti-magnetic watch. Ahead of its time in the business world as well, in 1916, a full four years before women were given the right to vote, the company named Martha Wittnauer, Albert’s sister, as president.

Gaining continued renown for both technological excellence and exquisite design during Martha Wittnauer’s twenty years at the helm and in the decades that followed, Wittnauer began an exciting new era four years ago when it joined forces with another respected industry leader as a division of the Bulova Corporation. This alliance with another time-honored New York company gave Wittnauer the foundation necessary to launch a revitalized collection highlighted by its signature special-occasion watches.

Drawing from the company’s rich history, today’s luxurious Wittnauer watches continue a 125-year tradition of providing Swiss craftsmanship with a distinctly American accent. Designed for consumers who value the highest level of elegance, under the slogan, “Into the Night,” each of Wittnauer’s ten collections offers the distinctive design and enduring quality exemplified by the Wittnauer 125th Anniversary Limited Edition Timepiece.

Bulova, founded in 1875, remains one of the world’s most recognized timekeeping brands, reaching a wide range of consumers with its Bulova, Accutron, and Caravelle by Bulova watches, its award-winning Bulova Clocks, and its elegant Wittnauer collections. A subsidiary of Loews Corporation, the U.S. owned and operated company is headquartered in New York City, with offices in Switzerland, Canada, Mexico and Hong Kong.

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