



FOR IMMEDIATE RELEASE

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**BULOVA ANNOUNCES MARKETING AND
SALES DEPARTMENT PROMOTIONS**

New York, February 14, 2007 – Bulova Corporation has announced two key promotions in the Marketing and Sales Departments, naming Francie Abraham as Senior Vice President and Chief Marketing Officer, and Michael Kunz as Regional Vice President, Central Region.

Ms. Abraham, previously the company's Executive Vice President and Chief Marketing Officer, joined Bulova in 1995 as Director of Marketing. A graduate of Bryn Mawr College, Ms. Abraham holds an M.B.A. from the University of California at Los Angeles Graduate School of Management. Her prior posts include serving as Director of Marketing at Swarovski Jewelry, Fendi Watches and Revlon Corporation.

Mr. Kunz joined Bulova as a sales trainee in 1991, becoming sales representative for the Cleveland, Ohio-area territory in 1994. He will be replacing Bruce Powers, who plans to retire at the end of 2007 after 13 years at Bulova.

Bulova, founded in 1875, remains one of the world's most recognized timekeeping brands, reaching a wide range of consumers with its Bulova, Accutron, Caravelle and Wittnauer watches, its award-winning Bulova Clocks, and finely crafted Floor 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, Mexico and Hong Kong.

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