

# MOVADO GROUP INC.

## Derek Jeter Joins The Movado Series 800 Team

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PARAMUS, N.J., Sept. 8 /PRNewswire-FirstCall/ -- Movado Group, Inc. (NYSE: MOV), today announced that baseball superstar Derek Jeter has joined the prestigious roster of talent featured in Movado advertising. Jeter is featured in Movado's new "art of performance" campaign. The art of performance campaign was developed exclusively for the groundbreaking Movado Series 800 collection.

"Jeter is an iconic figure in the sports world and he represents what this brand is all about - timing, passion, precision and a commitment to excellence. He is a true leader -- constantly pursuing excellence for his whole team, and serving as a role model for young fans with his outstanding humanitarian efforts. Everything he represents on and off the field reflects the caliber of our watches and our goals as a company," said Efraim Grinberg, Movado Group President and Chief Executive Officer.

About Movado Series 800:

Uniting strength, beauty, design and performance, this powerful new collection is a fierce competitor in the world of sport watches. Movado Series 800 watches incorporate Movado quality and craftsmanship with the characteristics of a true sport watch: a screw-down crown to ensure water resistance, a unidirectional timing bezel, luminous markers and a scratch-resistant sapphire crystal for optimum dial legibility.

About Derek Jeter:

Derek Jeter, a seven-time All Star, is the New York Yankees shortstop and current team captain. Some of Jeter's accomplishments and accolades include American League Rookie of the Year, All-Star and World Series MVP awards, two Gold Glove awards and four championship rings. Off the field, he serves as president of the Turn 2 Foundation, which he launched in 1996 to create and support signature programs and activities that motivate young people to turn away from drugs and alcohol and "TURN 2" healthy lifestyles.

About Movado Group:

Movado Group, Inc. designs, manufactures, and distributes Movado, Ebel, Concord, ESQ, Coach, Tommy Hilfiger and HUGO BOSS watches worldwide, and operates Movado boutiques and company stores in the United States. The Company plans to launch Juicy Couture watches in the fall of 2006 and LACOSTE watches in the spring of 2007.

SOURCE Movado Group, Inc.

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