

MOVADO GROUP INC.

Tom Brady to Launch the New Movado Series 800 Sport Watch Collection

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PARAMUS, N.J., July 20 /PRNewswire-FirstCall/ -- Movado Group, Inc. (NYSE:MOV) today announced that Tom Brady, Super Bowl MVP, will join the prestigious roster of talent featured in Movado advertising. Brady launches Movado's new "art of performance" campaign, developed exclusively for the groundbreaking Movado Series 800 collection.

"Tom is one of the most prolific quarterbacks in the NFL and he signifies what this brand is all about – timing, passion, innovation and a commitment to excellence. Everything he represents on and off the field is what Movado Series 800 stands for," 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 Tom Brady:

After joining the National Football League's New England Patriots in 2000, Brady quickly established himself as one of the premier quarterbacks in the NFL today. He is the only quarterback in NFL history to start and win three Super Bowls before his 28th birthday, having led the Patriots to victories in Super Bowl XXXVI, XXXVIII, and Super Bowl XXXIX.

About Movado Group:

Movado Group Inc. designs, manufactures, and distributes Movado, Ebel, Concord, ESQ SWISS, Coach, Tommy Hilfiger and Hugo Boss watches worldwide, and operates Movado boutiques and Company stores in the United States.

SOURCE Movado Group, Inc.

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