MOVADO GROUP INC.

Movado Presents Special Watches to Kennedy Center Honorees

December 5, 2007

PARAMUS, N.J., Dec. 5 /PRNewswire-FirstCall/ -- This weekend, Movado (NYSE: MOV), the official watch of The John F. Kennedy Center for the Performing Arts, was present to celebrate the country's artistic royalty at the Kennedy Center Honors. The five artistic luminaries honored this year were pianist Leon Fleisher, actor and writer Steve Martin, singer Diana Ross, film director Martin Scorsese, and songwriter Brian Wilson.

Movado embraces a long and enduring association with the arts -- a connection it proudly celebrates throughout the year with one of its great partners, the Kennedy Center. This year, The Kennedy Center celebrated 30 years of the Kennedy Center Honors and Movado celebrated the 60th Anniversary of the iconic Museum dial. Paying tribute to both milestones, Efraim Grinberg, President and CEO of Movado Group, Inc., joined Kennedy Center Chairman Stephen A. Schwarzman and President of the Kennedy Center Michael Kaiser, at a small reception prior to the Chairman's Honorees Luncheon held on Saturday, December 1. At this reception, in support of the Kennedy Center as it upholds John F. Kennedy's dream of an America that would elevate the arts, Mr. Grinberg presented each Honoree with a limited edition 60th Anniversary Movado Museum Watch. On Sunday, December 2, the President and Mrs. Bush received the Honorees and members of the Artists Committee, who nominate them, along with the Kennedy Center Board of Trustees at the White House prior to the gala performance.

"The powerful connection between Movado and the arts has become the foundation of the Movado brand experience. That is why it is a great privilege to be associated with The John F. Kennedy Center for the Performing Arts and such an extraordinary group of the world's most talented artists," commented Efraim Grinberg.

The Honors recipients recognized for their lifetime contributions to American culture through the performing arts -- whether in dance, music, theater, opera, motion pictures or television -- are selected by the Center's Board of Trustees. The primary criterion in the selection process is excellence. The Honors are not designated by art form or category of artistic achievement; the selection process, over the years, has produced balance among the various arts and artistic disciplines.

Movado Group, Inc. designs, manufactures, and distributes Movado, Ebel, Concord, ESQ, Coach, Tommy Hilfiger, HUGO BOSS, Juicy Couture and LACOSTE watches worldwide, and operates Movado boutiques and company stores in the United States.

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