MOVADO GROUP INC.

ESQ By Movado To Launch a New Television Ad Campaign

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PARAMUS, N.J., May 3, 2010 /PRNewswire via COMTEX/ --Movado Group Inc. (NYSE: MOV)

ESQ by Movado launches a new television ad campaign aired in four separate spots beginning Monday, May 3, 2010. The campaign continues the re-branding of ESQ by Movado (formerly ESQ Swiss) with its new advertising campaign; 'my world. my watch'. The televised campaign was developed by TAG Creative in collaboration with Movado Group, Inc.'s Creative team, this campaign is ESQ's return to TV.

The televised ads project the essence of the ESQ by Movado brand through a series of 15 second vignettes. The 'my world. my watch' television campaign tells an emotional story in a simple relatable way.

The ESQ Swiss Brand proudly returns to its roots as ESQ by Movado in 2010. From classically inspired to contemporary styles, ESQ watches are crafted to the highest standards of Swiss quality and design. Made by Movado, they offer today's smart consumers versatile, easy going elegance and exceptional value. For further information, visit www.esqbymovado.com.

Movado Group, Inc. designs, manufactures, and distributes Movado, Ebel, Concord, ESQ by Movado, Coach, Hugo Boss, Lacoste, Juicy Couture and Tommy Hilfiger watches worldwide and operates Movado boutiques and Company Stores in the United States.

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