MOVADO GROUP INC.

Ebel Launches the New Classic Sport Watch Collection

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NEW YORK, Oct 21, 2010 /PRNewswire via COMTEX/ --

Movado Group Inc. (NYSE: MOV)

Ebel, The Architects of Time, in partnership with *Vogue* magazine and Tourneau, held an exclusive event at the Tourneau TimeMachine in New York City on Wednesday, October 20, 2010, to launch the new Ebel Classic Sport Watch Collection. A percentage of the evening's sales will be donated to Love Heals, The Alison Gertz Foundation for AIDS Education, a charity founded in 1992 in memory of the late AIDS activist Alison Gertz. *Vogue* style experts and Love Heals supporters Minnie Mortimer and Lucy Sykes Rellie hosted the evening's event.

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"Ebel is proud to continue a tradition of supporting women and women's causes," said Alex Grinberg, President, Ebel Americas. "We thank *Vogue* and Tourneau for their collaboration this evening. Love Heals has made an extraordinary difference in the lives of many young people and we are honored to be a partner and serve as an advocate for their cause."

Love Heals empowers young people in the fight against HIV. Love Heals' HIV-positive speakers are putting a face to the epidemic and its youth empowerment programs are training a new generation of community educators and activists. By partnering with hundreds of schools and community groups throughout New York City and surrounding areas, Love Heals has reached more than 430,000 young people to date.

"We are grateful to Ebel for their generosity and for making Love Heals the benefactor of this exclusive event," said Jasmine Nielsen, Executive Director of Love Heals. "Through your support and the support of all of our partners we will continue to put a face to the epidemic and train a new generation of community educators and activists in the fight against HIV."

With the compelling new watches and global advertising campaign it is introducing this year, Ebel has proudly rededicated itself to the fundamental values, spirit and goals of its founders: elegance, sophistication and refinement with concern for detail and exceptional expertise.

Movado Group, Inc. designs, manufactures, and distributes Movado, Ebel, Concord, ESQ by Movado, Coach, Hugo Boss, Lacoste, Juicy Couture and Tommy Hilfiger watches worldwide.

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