

MOVADO GROUP INC.

Movado Group, Inc. Launches New Movado Ad Campaign With Emerging Musical Artist Collaboration

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Movado Group, Inc. (NYSE: MOV) - Movado will roll out its exciting new collection - BOLD - with a high impact multi-media campaign and dynamic relaunch of Movado.com. A dramatic, high energy video was developed by Movado and the New York City based agency TAG Creative, using original music from an emerging artist. Working with digital music site Yormo.com, Movado and Tag Creative created a contest to uncover a talented musical artist with the ideal sound for Movado BOLD. This dramatic new spot will air fall 2010 on Cable, national TV and will also appear on The New York Times website and the iPad editions of GQ, Wired, and The New Yorker Magazines.

(Photo: <http://photos.prnewswire.com/prnh/20101130/NY08310>)

The winning selection is by Sergi Q, a talented young musician from San Francisco, CA, with his original song '*Hot Lil Thang*'. Australian singer-songwriter, Katie Cole, was the first place finalist with her original song '*Gravity*'. The contest winner and first place finalist will receive a Movado BOLD watch and a cash prize, in addition to exposure in key marketing vehicles such as Facebook, Movado.com and other eMarketing programs.

"We are very excited about this new creative direction," said Mary Leach, Chief Marketing Officer, Movado Group, Inc. "Movado has a long time history of collaborating with cultural organizations and artists, most notably, Nathan George Horwitt - designer of the legendary Museum Dial. The Movado Future Legends program, launched in 2006, was specifically designed to identify and encourage a new generation of artists."

"When Movado approached us we were excited to provide musical artists with the opportunity to introduce their work to a national and global stage. We value and appreciate Movado's continuing support of the arts, artistic creativity, and for fostering this introduction of truly new music," said Thom Maslow, Chief Executive Officer of Yormo. Yormo.com is the place to go, to find and play new music.

Please click the link below to view the exciting new Movado Ad Campaign - from the page, click '[Meet Bold - The Video](#)'.

<http://www.movado.com/movado-collections/all-collections/movado-bold.html>

A brand long identified with Modernism and closely associated with the performing arts, Movado has achieved a proud over 125 year history of design excellence and innovation. Movado has been a major supporter of New York City Ballet, Lincoln Center for the Performing Arts, Jazz at Lincoln Center, and The John F. Kennedy Center for the Performing Arts. Additionally, Movado has supported the Miami International Film Festival, Miami City Ballet, The Joffrey Ballet, Ballet Pacifica, and the Cooper Hewitt, National Design Museum.

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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