

MOVADO GROUP INC.

Movado Group, Inc. Launches a Special Edition Movado BOLD Watch Commemorating Derek Jeter's 3000th Major League Hit

July 9, 2011

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Movado Group, Inc.-Movado launched a special edition BOLD watch to celebrate baseball superstar and Movado brand ambassador Derek Jeter's 3000th Major League hit on July 9, 2011. Jeter is the first Yankee to achieve this remarkable feat.

(Photo: http://photos.prnewswire.com/prnh/20110709/CI_13481)

"We are extremely proud of our long standing partnership with Derek Jeter and the *Turn 2 Foundation*," said Mary Leach, Chief Marketing Officer, Movado Group, Inc. "It is such an honor to be a part of this historic occasion, and we are very excited to introduce this special edition Movado BOLD timepiece to commemorate Derek's incredible career milestone."

This special edition watch is the innovative new Movado BOLD bracelet model featuring an indigo blue metallic dial customized with number '2' positioned prominently at 2 o'clock. The case-back is engraved to commemorate his 3000th hit. Only 300 pieces have been issued. Packaged in a special sleeve accompanied by a thank you note from Derek, each will retail for \$550. Movado will be donating \$100 for each piece sold to Derek Jeter's *Turn 2 Foundation*.

Derek Jeter established the *Turn 2 Foundation* in 1996, his rookie year, and has been actively involved in its inspiring and successful youth programs since its inception.

"I sincerely thank Movado for their generous support of the *Turn 2 Foundation*," said Derek Jeter. "I started the foundation in 1996 to encourage kids looking for direction to pursue healthy lifestyles and academic excellence. Made possible by our supporters, our programs help these children develop the skills and character they'll need to become tomorrow's leaders."

A brand long identified with Modernism and closely associated with the arts, Movado has achieved a proud 130-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.

Web Site: <http://www.movadogroupinc.com/>

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