

MOVADO GROUP INC.

Movado Group, Inc. Recognized by InformationWeek as One of the Nation's Most Innovative Users of Business Technology

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Movado Group, Inc. (NYSE: MOV) *InformationWeek* announced the results of its 23rd annual *InformationWeek* 500 ranking of the nation's most innovative users of business technology - and Movado Group Inc. (MGI), an industry leader in watch design and manufacturing recognized for its technological innovation and achievements, was again named to the list this year. The *InformationWeek* 500 rankings and research results were revealed Tuesday, September 13, 2011.

This marks the third consecutive year that MGI has been recognized, and the 2nd consecutive year placing in the Top 100 with a ranking of 82. The company earned the ranking based on the innovative approaches it has developed and instituted to more quickly deploy applications to various internal and external target groups, with much of the complex development being reusable. A global footprint of integrated systems and the adherence to principles of consistency, standardization, and reusability continue to enable these valuable business solutions.

"Movado Group continues to get better and better at goal alignment, team work and collaboration. So, it is gratifying to see the hard work and team effort of all MGI employees around the globe being recognized," said Dr. Frank Morelli, SVP Global Business Processes & CIO, Movado Group, Inc. "We are certainly proud to be included in the *InformationWeek* 500 for the third consecutive year."

InformationWeek identifies and honors the nation's most innovative users of [information technology](#) with its annual 500 listing, and also tracks the technology, strategies, investments and administrative practices of America's best-known companies. The *InformationWeek* 500 ranking is unique among corporate rankings as it spotlights the power of innovation in information technology, rather than simply identifying the biggest IT spenders.

"For 23 years, the *InformationWeek* 500 has chronicled and honored the most innovative users of business technology,' said *InformationWeek* Editor In Chief Rob Preston. "In this day and age, however, being innovative isn't enough. Companies and their IT organizations need to innovate faster than ever before to stay a step or two ahead of their customers, partners, and competitors. This year's ranking placed special emphasis on those high-octane business technology innovators."

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

For complete coverage of the 2011 *InformationWeek* 500, visit: www.informationweek.com/500.

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