

MOVADO GROUP INC.

Movado Hosts a Special Event at the Alvin Ailey American Dance Theater for Derek Jeter's Turn 2 Foundation

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NEW YORK, Dec. 12, 2011 /PRNewswire/ -- **Movado Group, Inc. (MOV)** Movado partnered with Derek Jeter's Turn 2 Foundation on Tuesday, December 6, 2011, to host a special event at the Alvin Ailey American Dance Theater for 'Jeter's Leaders'. The Turn 2 Foundation's premier youth leadership development program, 'Jeter's Leaders' is designed to promote healthy lifestyles, academic achievement, and social change activism among high school students. Turn 2 creates and supports signature programs and activities that motivate young people to turn away from drugs and alcohol and turn to healthy lifestyles through outlets that promote positive behavior.

(Photo: <http://photos.prnewswire.com/prnh/20111212/NY21115>)

"Teaming up with Movado to provide the students with such an outstanding experience through exposure to arts and culture is a tremendous opportunity for us," said Derek Jeter. "We are excited that we can partner with such a world-class organization – one that supports our passion, our commitment to excellence and serves to enrich the educational experience of our students."

The event provided the students with a unique opportunity to discover the world of modern dance through presentations by Artistic Director Robert Battle, and Ailey Arts in Education Programs Co-Director, Nasha Thomas-Schmitt. Ms. Thomas-Schmitt shared inspiring stories of the history of the Alvin Ailey Dance Theater from its inception and humble beginnings to what the company can be described today as 'a vital American cultural ambassador to the world.' The presentation emphasized the importance that the arts have in education and the impact they have on culture, society and the next generation.

"I know firsthand the impact an experience like this can have on young people - I first saw the Alvin Ailey American Dance Theater when I was 12 and it motivated me to dream," stated Robert Battle, Alvin Ailey Artistic Director. "I'm very proud of Ailey's legacy of inspiration and seeing our artistry enrich the development of high school students mentored by the Turn 2 Foundation, thanks to both Derek Jeter and Movado."

Following the presentation, guests enjoyed a special performance of Night Creature, Journey and The Prodigal Prince and were taken on a private backstage tour to meet the dancers.

"We are thrilled to provide the students with the opportunity to learn more about the performing arts through the legendary Alvin Ailey Dance Company," said Mary Leach, Chief Marketing Officer, Movado Group Inc. "In the spirit of Movado's continual commitment to support the cultural arts, Movado was proud to partner with Turn 2 in support the Foundation's educational initiatives."

A brand long identified with Modernism and closely associated with the performing 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.

For further information about the Alvin Ailey American Dance Theater visit: <http://www.alvinailey.org/>.

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