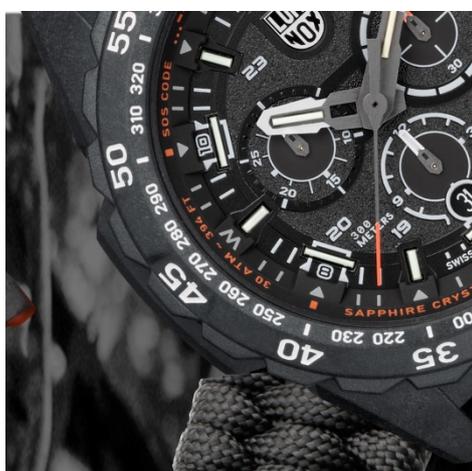


PRESS RELEASE

'LUMINOX X BEAR GRYLLS' LAND SERIES COLLECTION

Singapore, February 2020 - The man is fighting his way through dark jungle, the sun obscured by the trees. The going is tough, but he hacks his way through thanks to a machete and his sheer grit and determination. Hot and humid, the jungle is a tough environment, with many lurking dangers. He fights his way through to a clearing to see the sun. The man points the hour hand of his watch at the sun, gets his bearings, computes his land speed and determines he can reach higher ground and camps before the sun sets. Determined to never give up, the man knows he will be safe.

The man is Bear Grylls and the watch is Luminox.



For the first half of 2020, Luminox will launch its Land series of Luminox Bear Grylls Survival Collection. All watches will feature 'Never Give Up', Bear's signature and an orange compound crown, giving the collection a consistent design. Each individual series will also feature their own unique set of designs and functions in line with the series they belong to.

Luminox Bear Grylls Survival 3780 LAND Series

The Land series come equipped with just about everything Bear Grylls requires to survive on any terrestrial adventure. Not only are the 45mm CARBONOX™ cases water resistant to 200 meters, the Land timepieces are chronographs, perfect for calculating walking speed, with a special scale on the bezel. The crown and pushers are solid stainless-steel. The Luminox Bear Grylls Survival 3780 series comes with only 6 Luminox Light Technology (LLT).

Using the walking speed scale, a person can calculate the approximate average walking/hiking speed in an hour. This calculation is based on a distance of 50 m /164 ft. As the average step length of a person varies as a function of their height, it is recommended that he or she measures how many steps is needed to personally need to walk 50 m/164 ft, prior to beginning your calculation. When walking or hiking in a group, the calculation should always be based on the slowest walking person.



The Luminox Bear Grylls Survival 3780 series comes in two different designs. The first design is a regular a black dial and a black rubber strap with special ruler markings (cm and inch), further equipped with a compass on the strap. The second is a khaki-green dial with a paracord survival strap.



The paracord strap has evolved from being used as parachute strings to stand-alone travel tools, and is handwoven from superior strength nylon cords used in parachute suspension lines. When unravelled, the paracord strap has a total length of approximately 80 cm, and the woven strands can resist a weight of up to 250 kilograms. Other possible uses for a paracord bracelet include: (1) Tie up gear, (2) Make a shelter, (3) Use the inner core for fishing line or sutures, (4) Make a splint for a broken limb, (5) Make a perimeter trip line for warnings, etc.



BEAR GRYLLS SURVIVAL 3781.KM
SGD \$945 before GST



BEAR GRYLLS SURVIVAL 3797.KM
SGD \$1020 before GST

About B



Bear Grylls, has become known worldwide as one of the most-recognised faces of survival and outdoor adventure. The BAFTA award winning TV host began his journey in the British Special Forces (21 SAS) before becoming one of the youngest-ever climbers of Mount Everest.

Bear is the author of over 85 books that have sold more than 15 million copies worldwide, including the No.1 bestselling Mud, Sweat, and Tears.

Bear originally starred in Discovery's hit TV series Man vs. Wild across seven seasons, before hosting the NBC & National Geographic Channel series, Running Wild with Bear Grylls. This show has seen him take global stars such as Julia Roberts, Ben Stiller, President Obama & Prime Minister Modi of India on adventures into the wild.

Bear has also hosted over six seasons of the BAFTA award-winning Channel 4 series, The Island with Bear Grylls, as well as the Emmy Award nominated series Hostile Planet for National Geographic and "You Vs Wild" for Netflix. Bear has recently launched a new production house, The Natural Studios which will be providing a home for the best adventure talent worldwide, to help them create shows that inspire and move people to go for it in their lives and to never give up.

Bear is an Honorary Colonel to the Royal Marines Commandos, the youngest ever UK Chief Scout and the first ever Chief Ambassador to the World Scout Movement, representing a global family of some fifty million Scouts.

Bear's motto is courage, kindness and Never Give Up!

About Luminox

Luminox, the original self-powered luminous watch brand, is the watch of choice for global outdoor adventure icon Bear Grylls, U.S. Navy SEALs, The Icelandic Association for Search and Rescue (ICE-SAR), Lockheed Martin's F-117 Nighthawk™ stealth and other jet fighter pilots, elite forces worldwide and professional divers. Luminox watches glow up to 25 years in any light condition. Always Visible, tough, powerful and accurate, Swiss-Made Luminox is the ultimate night vision gear for rugged outdoorsmen and other peak performers.

ALWAYS VISIBLE

Navy SEALs, law enforcement, emergency personnel and more wear Luminox watches, and these professionals need to be able to see the time no matter the conditions. That's why Luminox uses tiny tritium gas tubes, which will provide illumination for up to 25 years. Unlike other luminosity systems, which depend on exterior light sources to charge luminous paint or a pushbutton to illuminate the watch, the luminosity is built right into Luminox watches, ensuring that you will always be able to see the time, no matter the conditions.

AVAILABILITY

Luminox watches are available at Crystal Time Pavilion at VivoCity #01-K30, leading department stores (TANGS at Tang Plaza, Robinsons The Heeren, OG Orchard Point) and authorised watch retailers.

Crystal Time is the exclusive watch distributor for Luminox.

For further information and the list of authorised retailers, please call Crystal Time (S) Pte Ltd at +65 6747 8888 or visit the website at www.luminox.com.sg

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