

PRESS RELEASE

Luminox Bear Grylls Survival ECO 3703

Malaysia, October 2020 – Bear Grylls, an outdoor survivalist and TV personality, has travelled the planet and seen first-hand the monumental devastation caused by climate change. He has been to areas hardest hit by the global threat and felt that a change is needed to make a difference.

Now, together with Luminox, we are making a commitment to the future of our planet with the creation of the new limited edition #tide X Luminox Bear Grylls Survival ECO watch. To top it off, the twin slogans, Grylls' NeverGiveUp and Luminox's EverySecondCounts, apply well to the challenge the entire world is facing.

This limited edition watch features a case, bezel and strap made from 100% recycled ocean-bound plastics and a portion of each sale will be donated to Project Aware (www.projectaware.org) to help protect underwater environments.



“When it comes to reducing harm to our wild places and natural environment, we need to be the change we want to see. I am so proud to partner with Luminox on our new Eco Series watch, leading the way towards a future without plastic”. - Bear Grylls

In the Luminox Bear Grylls Survival ECO 3703, a material called ‘#tide ocean material®’ is used to make the case, bezel and strap. #tide is made from 100% recycled ocean-bound plastic, in which plastic waste is registered, washed, shredded and turned into a granular material that can be injected or spun into a yarn. This plastic waste is collected by the local fishermen from the five islands in the Andaman Sea off the coast of Thailand who are trained and paid to gather and sort the waste.

This 45mm watch features a sapphire crystal, a uni-directional diving bezel, the Bear Grylls logo in Super-LumiNova at 10 o’clock, ‘Never Give Up’ at six o’clock, Luminox Light Technology at key spots on the dial and bezel, and the case back features ‘Luminox,’ ‘Bear Grylls,’ and ‘#tide

ocean material' markings. Rugged and good looking, this timepiece fits the Bear Grylls collection and mission, perfectly.

Luminox Bear Grylls Survival ECO 3703



Bear Grylls Survival ECO 3703
MYR 2,515

Bear Grylls Survival ECO 3703 Series - Main product features

- 45mm
- Quartz
- 200 metres water-resistant
- 100% recycled ocean-bound plastic material case
- 100% recycled ocean-bound plastic material straps
- Uni-directional rotating dive bezel
- Sapphire crystal anti-reflective coating

Limited Edition (1500 Pieces)

In the last 500 years, the oceans have suffered fewer extinctions than on land - at least that we know of. According to recent research, 15 animals are known to have vanished forever from the oceans since the 1500s, and many without ever being photographed. This underscores that there is no planet B.

Donation to Project Aware

A portion of the retail price from each sale will be donated directly to Project Aware (www.projectaware.org), which works with scuba divers around the globe to protect underwater environments. Not only does this watch use 100% recycled ocean-bound plastics, but money from the sale of each watch will help fund efforts in marine conservation.

About Bear Grylls

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 the following departmental stores and other leading watch retailers.

Parkson at Pavilion

Level 3, Pavilion, 168, Jalan Bukit Bintang, 55100 Kuala Lumpur.

Parkson at One Utama

Lot G 320, F 320, S 320, 1 Utama Shopping Centre, Lebuhr Bandar Utama
47800 Petaling Jaya, Selangor Daruh Ehsan.

SOGO

Kompleks SOGO, 3D Fashion Arena, 190, Jalan Tuanku Abdul Rahman 50100
Kuala Lumpur.

SOGO

Central i-City, Unit G-01, No 1, i-City, Persiaran Multimedia, Seksyen 7, 40000
Shah Alam.

Crystal Time is the exclusive watch distributor for Luminox.

For further information and the full list of authorised watch retailers, please call Crystal Time (M) Sdn Bhd at +603 2938 3938 or visit the website at www.crystaltime.com.sg.

Luminox Malaysia social media:

Facebook: www.facebook.com/LuminoxMalaysiaBrunei

Instagram: www.instagram.com/luminoxmy
