

PRESS RELEASE

LUMINOX PARTNERS BEAR GRYLLS

Luminox X Bear Grylls - Never Give Up Meets Every Second Counts

Singapore, February 2020 - Luminox announced its historic partnership with Bear Grylls, the world's most recognized face of survival and outdoor adventure and is rolling out the full 'Luminox X Bear Grylls' collection.



All these watches have features exclusively specified by Grylls to make them useful to him and other adventurers. The Luminox Bear Grylls Survival Collection consists of watches for every Luminox environment – Sea, Land and Air – However, the Air models are only launching in the second half of 2020. Of course, all the models will feature Luminox's Luminox Light Technology (LLT) so that the watch is visible in any lighting conditions and will remain visible for up to 25 years.

Your Luminox Bear Grylls Survival Collection timepiece is designed to help you survive. Whether it is the countdown dive zone bezel on the Sea watch, the walking speed scale or paracord strap on the Land, or the S.O.S in Morse code on the 300 meter water resistant Master series, these timepieces will be your trusty companions and help you conquer any conditions. These special details combined with the legendary ability of Luminox watches to perform in extreme situations, makes the partnership with Bear Grylls perfect in every way. Even Luminox's motto, *Every Second Counts*, dovetails flawlessly with Grylls' *Never Give Up*.

For All Watches of the Bear Grylls Survival collection

- 'Never Give Up', Bear's signature and Orange compound crown

All the Luminox Bear Grylls Survival watches feature Bear Grylls' logo and motto "Never Give Up" on the dial, as well as a special two-tone caseback adorned with Grylls' signature and "Never Give Up" in bright orange. The collection also comes with an orange compound crown for improved grip. The orange colour found throughout all the series is the colour of Bear Grylls.



"Never Give Up" is a vital attitude for survival in any conditions. According to Grylls, whether you make it out alive will largely come down to you - your attitude and your actions.

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 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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