



## PRESS RELEASE

### LUMINOX NAVY SEAL STEEL COLORMARK 38MM LADIES MODELS – FOR LADIES WITH AN ACTIVE LIFESTYLE – FIRST LUMINOX WATCH TO GLOW IN PEARLY WHITE AT NIGHT

**SINGAPORE, JULY 2011** – Women who enjoy an active lifestyle will know that the great outdoors requires the right equipment to withstand rugged terrains on land or in the water. For this reason coupled with the recent military chic fashion wave, Luminox has won over a sizable base of women followers who find the durability and rugged style of Luminox watches enormously appealing. Additionally, Luminox's unique positioning as the official timepiece of the US Navy SEALs, with features that exceed all Navy SEAL specifications for strength, durability, toughness and water resistance, has attracted many watch lovers with an active lifestyle, figuring rightly that if the watches are designed for and used by the Navy SEALs, they have to be able to stand up to every day use.

However, finding practical yet feminine options is not always easy. Hence, Luminox has now introduced ladies models to its collection.

Luminox Steel Colormark 38mm watches for ladies prove that elegance and durability do not need to be mutually exclusive. The watches in the collection combine beautiful satin-finished steel surfaces with refined details, some models with mother-of-pearl dials and attractive pink or blue numerals echoed by the contrast stitching on black leather straps.

Swiss-made with extremely durable and reliable materials, Luminox watches are not only veritable collectors' items, but also constructed to endure the most extreme conditions. All Luminox watches equipped with the patented market-evolutionary Luminox Light Technology (LLT), a Swiss self-powered illumination system that ensures continuous visibility in low or no light situations for up to 25 years. Each Luminox watch contains tiny self-powered micro gas lights that glow 100 times brighter than other luminous watches, which makes it the industry's most dependable watch for night missions. This is the very attribute that makes Luminox watches Essential Gear for the world's most elite professionals in the military and law enforcement arena, professional divers and extreme adventure sports enthusiasts around the world.

The unique, distinctive feature of these new ladies models in the Luminox family is that the LLT applied to the numerals **glow in an elegant pearly white** in low and no light situations, and in **indigo blue** on the hands at 12 o'clock marker. In the industry, most other luminous watches glow in the original green colour of the micro gas lights. Luminox is one of the few in the watch industry able to make its self-illumination LLT glow in alternative colours, and the first one to design watches that glow in pearly white.

## LUMINOX NAVY SEAL STEEL COLORMARK FOR LADIES – MOTHER-OF-PEARL DIALS

Luminox offers two ladies models in the collection with a refined mother-of-pearl dial and LLT tubes that glow in a unique pearly white colour at night. What results is a cool, feminine elegance that underlies the appeal of traditional ladies fashion watches, but yet sports the signature Luminox rugged style and importantly, the Navy SEAL specifications for strength, durability, toughness and water resistance intact. These models come in white leather strap with satin finish or stainless steel link bracelet.



**Retail Price: S\$895 (before GST)/ S\$958 (incl GST)**

### **Specifications:**

- White genuine leather strap with satin finish, grey stitching and signature Luminox buckle
- Stainless steel case, screwed caseback and crown
- Mother-of-pearl dial with grey numerals and hands
- LLT glow in pearly white at the numerals, and indigo blue at the hands and 12 o'clock marker
- Antireflective coating sapphire glass crystal watch face
- Diameter: 38mm
- Water resistance: 200 metres
- 54-month battery life



7258 – day shot



7258 – night shot

**Retail Price: S\$1,065 (before GST)/ S\$1,140 (incl GST)**

**Specifications:**

- Stainless steel link bracelet with push button clasp
- Stainless steel case, screwed caseback and crown
- Mother-of-pearl dial with grey numerals and hands
- LLT glow in pearly white at the numerals, and indigo blue at the hands and 12 o'clock marker
- Antireflective coating sapphire glass crystal watch face
- Diameter: 38mm
- Water resistance: 200 metres
- 54-month battery life

## LUMINOX NAVY SEAL STEEL COLORMARK FOR LADIES – EBONY DIALS

Luminox offers four ladies models in the collection with an elegant ebony dial and the signature pearly white colour glow in the LLT tubes at night. Among these four models, three are offered in genuine black leather straps with satin finish and distinctive stitching in grey, blue or pink, and one in stainless steel link bracelet. These models are decidedly more masculine-looking than the other mother-of-pearl models, offered as a feminine size of the original Luminox Steel Colormark "tough as nails" watches developed for the male dominated Navy SEALS.

Ladies who favour the original masculine style of the original Luminox Navy SEAL watch will find these models immensely appealing. And most importantly, the Navy SEAL specifications for strength, durability, toughness and water resistance are intact.



7251 – day shot

7251 – night shot

7253 – day shot

7253 – night shot



7261 – day shot



7261 – night shot

**Retail Price: S\$850 (before GST)/ S\$910 (incl GST)**

**Specifications:**

- Black genuine leather strap with satin finish that comes in grey, blue or pink stitchings, and signature Luminox buckle
- Stainless steel case, screwed caseback and crown
- Ebony dial with numerals and hands that match the colour of the strap stitchings
- LLT glow in pearly white at the numerals, and indigo blue at the hands and 12 o'clock marker
- Antireflective coating sapphire glass crystal watch face
- Diameter: 38mm
- Water resistance: 200 metres
- 54-month battery life



7252 – day shot



7252 – night shot

**Retail Price: S\$1,020 (before GST)/ S\$1,091 (incl GST)**

**Specifications:**

- Black genuine leather strap with satin finish that comes in grey, blue or pink stitchings, and signature Luminox buckle
- Stainless steel case, screwed caseback and crown
- Ebony dial with numerals and hands that match the colour of the strap stitchings
- LLT glow in pearly white at the numerals, and indigo blue at the hands and 12 o'clock marker
- Antireflective coating sapphire glass crystal watch face
- Diameter: 38mm
- Water resistance: 200 metres
- 54-month battery life

## **AVAILABILITY**

Luminox watches are available at leading department stores (TANGS Orchard, TANGS VivoCity, OG Orchard Point, Robinsons Centrepoint, Robinsons Raffles City) and authorised watch retailers.

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.crystaltime.com.sg](http://www.crystaltime.com.sg).

## **ABOUT LUMINOX WATCHES**

Started in 1989, Luminox watches are known in the military and law enforcement arena, the dive world, rugged and outdoor sports and among pilots around the globe. What makes Luminox watches so special is their ability to allow wearer to view time-at-a-glance, no matter what the light level, even in total darkness. This self-powered illumination system glows without the need to push any button or any exposure to light. Each watch contains tiny self-powered micro gas lights that have the ability to glow continuously for more than 25 years and are 100 times brighter than other luminous watches.

## **BACKGROUND**

Like many other American success stories, Luminox came from a forward-thinking individual realizing a need in the market and meeting it. Barry Cohen, a watch industry veteran, came across a Swiss self-powered illumination system and knew that it would make watches more visible and easier to read in low or no light situations. He asked his friend Richard Timbo if he would like to join him. Luminox was born in 1989 (Lumi is Latin for light while Nox is Latin for night), driven by a commitment to offer cutting-edge luminescence and readability in its line of high-performance sports watches.

The Luminox Navy SEAL watch is the timepiece that made Luminox famous. The officer in charge of procurement for the Navy SEALs, Nick North, was asked to seek a more dependable watch for night missions and found the solution at a trade show where he discovered Luminox. He worked with Cohen to develop a watch specifically for them and the Navy SEAL watch was born.

After Luminox provided the watches to the SEALs, Luminox began marketing the watch across the country and the world. Luminox was then approached by US Air Force pilots flying the F-117 Nighthawk fighter jet -- Luminox developed a watch for these pilots and contacted Lockheed Martin, which turned into an exclusive arrangement to produce Lockheed Martin timepieces.

Throughout the following 20 years, Luminox has never strayed from its mission and this has been confirmed and validated by the many elite military and law enforcement units that have adopted Luminox as standard equipment.

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