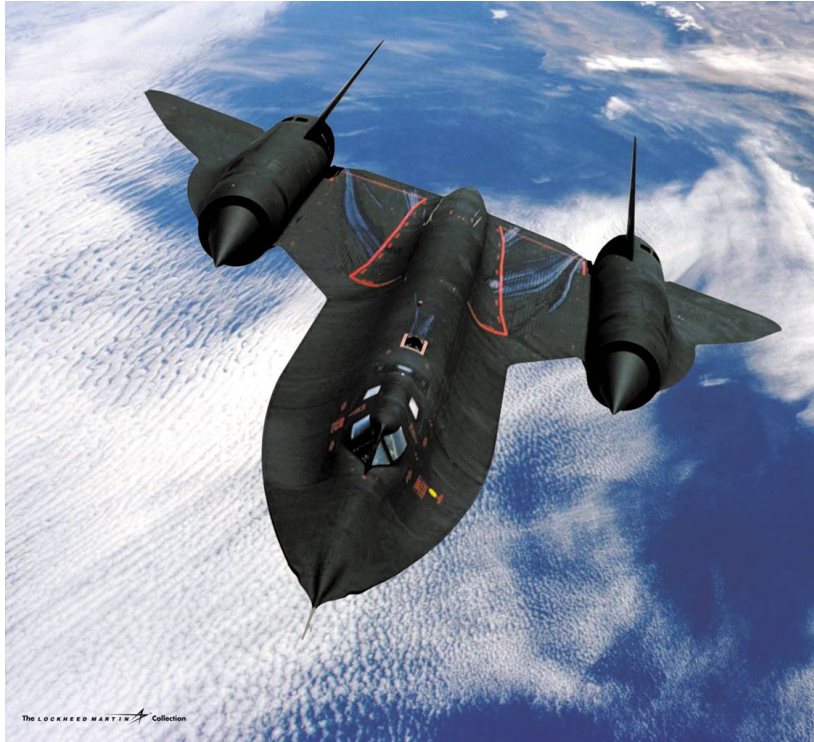




PRESS RELEASE

LUMINOX'S LIMITED EDITION SR-71 BLACKBIRD GETS A BLACKOUT FACELIFT

SINGAPORE, DECEMBER 2011 – Lockheed Martin's SR-71 Blackbird is an advanced, long-range, Mach 3+ strategic reconnaissance military jet which holds the world record for flight speed and altitude. Over its 35 years of service to the US Armed Forces, the SR-71 Blackbird played an important military role in international affairs. During reconnaissance missions the SR-71 operated at high speeds and altitudes to allow it to outrace threats. If a surface-to-air missile launch was detected, the standard evasive action was simply to accelerate and outrun the missile.



As a tribute to this legendary aircraft, Luminox launched its SR-71 Blackbird Series of Valjoux Automatic Chronograph watches back in 2009 as part of its Lockheed Martin® collection¹ which became a *phenomenal* global success.

Each SR-71 Blackbird Series is a **Limited Edition of 500 pieces worldwide**, with each featuring the patented Luminox Light Technology in blue and green colour combinations, with green (the colour most visible at deep depths underwater) for the internal diving bezel marking. At 44mm in diameter, all SR-71 Blackbird Series Limited Edition watches use the **Valjoux 7750 automatic chronograph movement**, with scratch-resistant sapphire crystals top and bottom. The Valjoux is one of the most reliable chronograph movements in the history of watch making, a fitting tribute to the remarkable SR-71 Blackbird.

Swiss-made with extremely durable and reliable materials, All SR-71 Blackbird Series watches are not only **Collectors' Items**, but also constructed to endure the most extreme conditions as it is used and validated by the world's most elite military air force – the US Air Force.

MORE ABOUT THE VALJOUX 7750 AUTOMATIC CHRONOGRAPH MOVEMENT

The **Limited Edition Luminox SR-71 Blackbird Series** of watches are powered by the Valjoux 7750 automatic chronograph movement. Each watch features an open-work caseback where you have full view of the fascinating mechanism of the legendary Valjoux 7750 automatic chronograph movement.



All mechanical chronograph movements with automatic winding came into being in the late 1960s and early 70s. This was a time when experts had long anticipated the quartz revolution. The very last of these to be made also turned out to be the most well-known and, by far, the most successful chronograph caliber of them all: the Valjoux 7750. It was unveiled on July 1, 1974, at the same time that the first solar cell watch became available in the U.S.A. This was also when the Japanese were producing the first large-series batches of quartz chronographs.

Just after the Second World War, slow beating (18,000 beats per hour) and manual-wind watches were on the way out, although they were still considered luxurious and exclusive. Two

¹ Luminox has an exclusive licensing programme with Lockheed Martin®, the largest defense contractor in the world, to design and manufacture aviation-inspired timepieces.

competing projects were underway to create the first chronograph movement with automatic winding. On March 1, 1969, Zenith won this very close race by unveiling the ultra-fast swinging (36,000 beats per hour) "El Primero." It edged out the micro-rotor module design from Heuer/Breitling/Büren. Five years later, when the Valjoux Caliber 7750 debuted which sparkled with integrated automatic winding as well as numerous innovative solutions that cut production costs while ensuring greater reliability².

Valjoux 7750 Swiss automatic (self-winding) is been supplied in both 21,600 and 28,800 beat versions. It uses an automatic-winding module attached to the top of the movement, winding in one direction by means of a single double-click wheel. Initially using 17 jewels, current versions run in 25. The 7750 is 13.25 ligne (30 millimeter) design, 7.9 millimeters thick.

WHOEVER OWNS THE NIGHT, WINS THE WAR

Now, with the advancement of night vision optics in battlefield technology, the new military doctrine of the super-elite US Air Force is, "Whoever owns the night, wins the war". Clear night vision is not just pre-requisite on the battlefield, but even for the man in the street in any night time activities, and can even be the difference between life and death in extreme/adventure sports such as scuba diving.

For this reason, Luminox pioneered of the trendiest colour in timepiece fashion today – *BlackOut* or black-upon-black – back in 2009 with runaway success. As the official watch supplier to elite military forces like the US Air Force and the US Navy SEALs, Luminox has access to the technology and doctrines of the most secret military units in the world. BlackOut is not only an effective camouflage of the night, but the essential base for night vision glow on the battlefield.

Luminox now introduces the BlackOut edition of the Limited Edition Luminox SR-71 Blackbird. The ultimate tactical watch, the SR-71 Blackbird BlackBird features chronograph functionality, date at 3, and built solid in black PVD-coated steel on a sturdy plated bracelet with hidden folding clasp.

The intense design of the SR-71 Blackbird military jet is well portrayed within the **Limited Edition Luminox SR-71 Blackbird BlackOut**. The black PVD-plated stainless steel watch case and black steel bracelet both evoke the look and spirit of the legendary black reconnaissance jet, in a design that harkens back to the early 1960s and features a chronograph/alarm, an analog-digital 10 function chronograph with compass, and the ultimate: ***a numbered limited edition automatic Valjoux 7750 automatic chronograph.***

² Braun, Peter; Andreas Mook (2004-09-11), see www.chromadodox.com/valjoux_7750_engine.



9082 BO – day shot



9082 BO – night shot

SR-71 Automatic Limited Edition BlackBird™ BlackOut

Retail Price: S\$4,190 (before GST)/ S\$4,483 (with GST)

- Stainless steel PVD black plated bracelet
- Stainless steel PVD black case, caseback and fixed bezel
- BlackOut dial with red accents
- Open-work caseback to showcase the mechanism of the Valjoux 7750 Automatic Chronograph movement
- Sapphire glass, single antireflective coating glass on watch face
- Diameter: 44mm
- Water resistance: 100 metres
- Movement: Valjoux 7750 Automatic Chronograph

In addition, the SR-71 Blackbird™ BlackOut comes in a new package, which includes a specially-designed wood collector box that doubles as an elegant and useful dresser-top box, as well as a leather travel kit that can carry two watches.

In summary, the Limited Edition Luminor SR-71 Blackbird™ BlackOut is the ideal Collector's Item for watch connoisseurs who appreciate the fine quality and extraordinary attention to detail and care in watch-making offered by this rare timepiece.

So join Luminor in commemorating one of the most spectacular aircraft ever built with this fine time-honored watch!

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.crystalltime.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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