

FOR IMMEDIATE RELEASE

**THE SWATCH GROUP ANNOUNCES EXPANSION OF TOURBILLON
BOUTIQUES TO LAS VEGAS**

*Unique Watch Retail Concept;
Third Tourbillon Boutique opens in the United States*

Weehawken, New Jersey – The Swatch Group (U.S.) Inc, a subsidiary of the Swatch Group, announces the expansion of a unique and exclusive retail concept with the opening of the third US based Tourbillon Boutique in Las Vegas’ Crystals at CityCenter.

Tourbillon is a multi-brand watch and jewelry boutique network, bringing all the prestige brands within the Swatch Group together under one roof. The brands currently presented in the Tourbillon boutiques are Breguet, Blancpain, Glashütte Original, Jaquet Droz, Leon Hatot, Omega and Tiffany & Co. In homage to the parent company’s namesake, a selection of exclusive watches and jewelry from the Swatch brand is also featured. Prior to the arrival of the boutique in Las Vegas, the Tourbillon network comprised of seventeen boutiques, two in the United States in the renowned South Coast Plaza and New York’s Wall Street, five within Swiss national borders (Crans-Montana, Montreux, St. Moritz, Lausanne, Lugano), eight others dotted across Europe (Amsterdam, Baden-Baden, Kitzbuhel, Mykonos, Nice, Porto Cervo, Portofino, Puerto Banus), two in Beijing, China and one in Singapore. The third Tourbillon boutique to open in the US is located in Crystals at CityCenter, Las Vegas.

At a time when so many companies are downsizing, the Swatch Group is forging ahead with its expansion plan. After the Omega and the Tourbillon Boutiques in New York and the Swatch Boutique in Pittsburg, this is the fourth Swatch Group owned retail boutique to open in the United States in 2009. In this uncertain market, the Swatch Group is proud to have the opportunity to create jobs and anticipates another successful luxury venture. The opening of the Tourbillon Boutique in Las Vegas would enable the Swatch Group to emerge from the recession in a better position and the strategy is in line with the group’s long term investments in the US.

The Tourbillon philosophy embraces the longstanding Swiss tradition of exceptional horological expertise. Tourbillon boutiques present extensive collections of each brand, offering consumers the broadest choice of premium watch models. Recruited from among the finest professionals in the sector, the carefully trained sales people are dedicated to providing customers with impeccable and highly personalized service. As ambassadors of the

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magnificent brands represented, Tourbillon associates cultivate a passion for the art of watch making and a devotion to sharing with clients the wonderful history of each brand.

*About the Swatch Group Ltd.: Swatch Group is the world's number one maker of finished watches. With its 19 brands, the Swatch Group is present in all segments of the retail watch market, and is also active in the manufacture and sale of jewelry, watch movements and components. Swatch Group supplies nearly all components required to manufacture its finished watches and supplies movements and components to third-party watchmakers especially in Switzerland. Swatch Group is also the most important player in advanced nanomechanical and nanoelectronic technologies essential to watch making and other industries. The Group employs more than 24,000 persons in over 50 countries.
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