

GP GIRARD-PERREGAUX

Girard-Perregaux creates unique timepiece for Christie's Annual Green Auction to Save the Earth

New York, NY (March, 2012) – Girard-Perregaux, iconic luxury Swiss watch brand, is proud to announce the creation of a unique timepiece to be auctioned during Christie's Annual Green Auction on April 11, 2012. The event, hosted by Christie's for the third time, will take place at Rockefeller Center a few days before Earth Day.

The Green Auction is a borderless collaboration of individuals, organizations, and businesses who are engaged, in spirit and action, in the protection and conservation of the environment. The star-studded affair is expected to raise millions of dollars in proceeds for four of the world's leading environmental nonprofits- *Oceana*, *Conservation International (CI)*, *Central Park Conservancy (CPC)*, and *Natural Resources Defense Council (NRDC)*- specifically to benefit water-conservation projects central to each organization.

"We are honored to support Christie's efforts to encourage the safe-keeping of our natural water resources", says Michele Sofisti, CEO of Sowind Group (Girard-Perregaux and JeanRichard). "It is important for all of us at Girard-Perregaux to contribute with our own grain of sand in this important fight, which is of great importance for our future generations and an issue that needs much support to increase awareness".

"We are proud to be working with Girard-Perregaux again on this initiative", says Toby Usnik, International Head of Corporate Communications for Christie's International. "They have always been a constant supporter of our Green Auction and we are excited to have such a powerful brand on board for this important event".

The 2012 Green Auction will be the third time the brand has supported this event, since its start in 2010, and will be co-chaired by Graydon and Anna Carter, James R. Hedges IV, François-Henri Pinault and Salma Hayek, and David and Susan Rockefeller. The evening will feature a live musical performance by Grace Potter of *Grace Potter & the Nocturnals*. Following an exclusive cocktail reception, the live auction will offer attendees the opportunity to purchase one-of-a-kind fantasy lots including a unique Girard-Perregaux timepiece. The Sea Hawk "Green Auction" 1000 features a steel and rubber 44 mm case and houses a Girard-Perregaux manufacture automatic movement with 46 hours power reserve indicator and is water resistant to 1,000 meters.



About Girard-Perregaux

Girard-Perregaux is a Swiss high-end watch manufacturer tracing its origins back to 1791. The history of the brand is marked by legendary watches that combine sharp design with innovative technology such as the renowned Tourbillon with Three Gold Bridges presented by Constant Girard-Perregaux in 1889 at the Paris Universal exhibition where he was awarded a gold medal.

Devoted to the creation of state-of-the-art Haute Horlogerie, Girard-Perregaux is one of the very few watchmakers to unite all the skills of design and manufacture under the same roof including the forging of the "heart" of the watch, the movement. With over 80 registered patents, Girard-Perregaux is fully committed to research and development to constantly fuse its unique heritage into modern watchmaking. Girard-Perregaux is majority owned by PPR.

About Christie's

Christie's is a name and place that speaks of extraordinary art, unparalleled service and expertise, as well as international glamour. Founded in 1766 by James Christie, Christie's conducted the greatest auctions of the 18th, 19th and 20th centuries, and today remains a popular showcase for the unique and the beautiful. Christie's offers over 450 sales annually in over 80 categories, including all areas of fine and decorative arts, jewelry, photographs, collectibles, wine, and more. Christie's has 53 offices in 32 countries and 10 salerooms around the world including in London, New York, Paris, Geneva, Milan, Amsterdam, Dubai and Hong Kong. More recently, Christie's has led the market with expanded initiatives in emerging and new markets such as Russia, China, India and the United Arab Emirates, with successful sales and exhibitions in Beijing, Mumbai and Dubai.