

**Hublot announces unveiling and celebration  
of the glittering custom King Power “305” timepiece –  
Dedicated to the Magic City – MIAMI!**

**MIAMI, FL – September 19, 2012** – Luxury Swiss watchmaker Hublot today announces the unveiling of its new limited edition Hublot King Power “305” timepiece will take place on **Wednesday, September 26, at The W South Beach**. The unveiling and launch party, with special guest and **Miami Heat DJ, DJ Irie**, features a 30-foot video wall, catering by famed culinary experts at W South Beach, free-flowing Dom Perignon champagne and an official unveiling announcement from **Hublot’s CEO, Ricardo Guadalupe** and **Hublot Americas exclusive partner Rick De La Croix**.

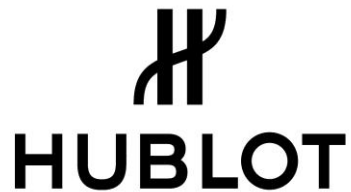
**The watch:** Engraved with the number "305" - the city's famous area code - white and ocean blue to evoke the sand and sea of South Florida, the King Power Miami “305” is a special edition limited to just 40 pieces, specially developed to honour "The Gateway to the Americas". This 48 mm-diameter watch, made from King Gold (18 carat gold with 5% platinum which lends it its distinctive red colour) is equipped with a HUB4214 mechanical self-winding skeleton chronograph movement, formed of 257 components, which oscillates at a frequency of 28,800 vibrations/hours and boasts a power reserve of approximately 42 hours. The watch's solid case-back, also in King Gold, is engraved with a view of Miami Downtown and, of course, the number “305”. The blue Hornback alligator strap, stitched onto white rubber, completes the watch, which is water-resistant to 100 metres. A version set with 374 white diamonds, totalling approximately 3.34 carats, is also available in an extremely limited run of 10 pieces.

**What:** Launch and unveiling of the Hublot King Power "305" Timepiece  
**When:** 8 – 11 p.m. Wednesday, September 26  
**Where:** W Hotel South Beach (Main Ballroom)  
**Why:** To launch an exclusive, custom timepiece unique to the city of Miami and its residents  
**Who:** Special guests and anticipated attendees: \*

- Hublot CEO Ricardo Guadalupe
- Hublot Americas exclusive Partner Rick De La Croix
- Miami Heat DJ, DJ Irie

*\*by select invite only. Invitations are non-transferable.*

**To schedule interviews, confirm attendance or receive media passes, contact: Nicole Kasak at (813) 966-4314 or, [nicole@mogulpr.com](mailto:nicole@mogulpr.com).**



Hublot opened its first U.S. store in Bal Harbour, FL, in December 2011 and has since partnered with a variety of celebrities, charities and sports teams, including **the Official Watch of the 2012 Champions Miami Heat and their captain Hublot Brand ambassador Dwyane Wade.**

The introduction and unveiling of Hublot's newest masterpiece of technology, art and fusion will be experienced by Miami's top influencers and tastemakers, celebrities, special Hublot clients and select members of the news media.

## King Power "305" timepiece

<b>References</b>	710.OE.2189.HR.MIA12 (limited to only 40 pieces)
Diamond-set version	710.OE.2189.HR.1704.MIA12 (limited to only 10 pieces)
<b>Cases</b>	King Power 48 mm, satin-finished King Gold
Diamond-set version:	King Power 48 mm, King Gold, set with 248 white diamonds (2.05cts)
<b>Bezels</b>	Satin-finished King Gold, overmoulded white rubber. 6 H-shaped titanium screws.
Diamond-set version:	King Gold set with 126 white diamonds (approximately 1.29 ct) overmoulded white rubber. 6 H-shaped titanium screws.
<b>Crystal</b>	Sapphire with white Hublot logo with black stripe Interior/exterior anti-reflective coating
<b>Bezel lug</b>	White composite resin
<b>Lateral inserts</b>	White composite resin
<b>Case-back</b>	Solid King Gold case-back, featuring the engraving: Downtown Miami, area 305.
<b>Crown</b>	King Gold with white rubber insert
<b>Push-pieces</b>	King Gold with white rubber insert
<b>Water resistance</b>	10 ATM or approximately 100 metres
<b>Dial</b>	Skeleton with white plate and blue flange White minute track and gold-coloured numerals. Satin-finished 5N gold-plated indexes with blue SuperLuminova™ Satin-finished 5N gold-plated, with blue SuperLuminova™
<b>Hands</b>	
<b>Movement</b>	HUB4214 - Skeleton chronograph Mechanical self-winding Sapphire disc, window at 4:30
<b>Date</b>	
<b>Oscillating weight</b>	Black galvanic coating, with tungsten carbide heavy metal segment
<b>Components</b>	257
<b>Jewels</b>	27
<b>Frequency</b>	4 Hz (28,800 Vib/h)
<b>Power reserve</b>	Approximately 42 hours
<b>Strap</b>	Adjustable white rubber and blue "Hornback" crocodile, white stitching
<b>Clasp</b>	King Power folding buckle in PVD titanium, cap in satin-finished King Gold, decorative plate in satin-finished King Gold, black ink engraving and 5N Gold screws.

### About Hublot, the exclusive story of Fusion

"Hublot? A different way to progress" say those who know this unique Swiss watch company, where each and every moment moves forward to create the future at breathtaking speed. A dream, initiated and developed by Hublot's Chairman Jean-Claude Biver with CEO, Ricardo Guadalupe, these two men are responsible for turning the Hublot brand into a genuine success story in which the Big Bang, King Power, Classic Fusion and Masterpieces represent the symbols of a constantly evolving tradition. From watch complications and revolutionary materials to world class collaborations such as FIFA World Cup™, Formula One™ and Ferrari, Hublot characterizes itself through the "Art of Fusion" philosophy, bringing tradition into the future. On a commercial level, the network of approved retailers has grown rapidly and currently stands at 650 points of sale and 50 exclusive boutiques around the world (Geneva, Cannes, Saint-Tropez, Paris, Berlin, London, Moscow, New York, Miami, Beverly Hills, Las Vegas, Singapore, Shanghai, Beijing, Hong Kong, Dubai, Abu Dhabi, Kuala Lumpur, Ginza...). For more information, visit [www.hublot.com](http://www.hublot.com)