

For Immediate Release



HUBLOT

NBA Legend Kobe Bryant Named New Hublot Ambassador Ricardo Guadalupe, CEO of the Swiss Luxury Watch Brand Unveils Bryant's Signature Timepiece

(Los Angeles, CA – March 20, 2013) –Hublot, the Swiss luxury watch brand, is proud to announce that the Los Angeles Lakers' star shooting guard, Kobe Bryant, is their newest ambassador. Bryant joins the ranks of elite Hublot athletes including fellow basketball star Dwyane Wade of the Miami Heat, famed Olympian Usain Bolt and soccer legend Diego Maradona.

To commemorate the partnership, Hublot released Kobe's signature timepiece, the limited edition King Power Black Mamba. "Bryant was the perfect choice for Hublot – a brand known for its precision and excellence, traits that have characterized the basketball icon's celebrated career," said Ricardo Guadalupe, CEO of Hublot. "We could not be more excited to add Kobe Bryant to our roster of brand ambassadors, all of whom are living testimonies to athletic superiority and perseverance. Kobe's achievements are an inspiration to all of us here at Hublot, and we look forward to a wonderful partnership," Guadalupe added.

Hublot is enhancing its alliance with its new ambassador through support of the basketball great's charity, the Kobe and Vanessa Bryant Family Foundation. The Foundation is dedicated to improving the lives of youth and families in need by providing financial resources for like-minded organizations.

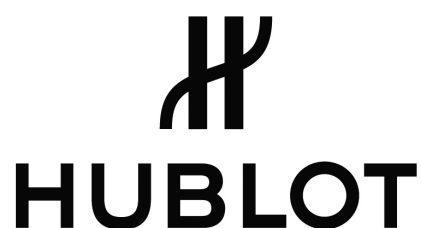
A crowd gathered today at The London Hotel West Hollywood to help Hublot and Bryant celebrate the partnership at an exciting event on the hotel's rooftop. The festivities commenced as Ricardo Guadalupe presented Bryant with the Limited Edition King Power Black Mamba. This was followed by an exciting basketball shoot-off with two children from After-School All Stars Los Angeles, a charitable beneficiary of the Kobe & Vanessa Bryant Family Foundation. Taking shots from a makeshift basketball court constructed over the hotel's rooftop pool, the playful contest raised \$30,000 for the program. Guadalupe presented the check to the Bryants and After-School All Stars as the crowd cheered.

This celebration set the mood for an intimate dinner that the brand hosted in partnership with GQ in honor of Kobe Bryant. Los Angeles' brightest were in attendance including Zac Efron, Jimmy Kimmel, Mark Salling, Jesse Williams, Garcelle Beauvais, Brad Goreski, and Christos Garkinos, among others. During the dinner, Ricardo Guadalupe presented Bryant with a special Jeroboam of Dom Perignon vintage 1998, only 50 were produced in the entire world. The evening continued as DJ Eve Salvail spun a mix of the latest hits and classic songs.

Bryant's new position serves to further strengthen the relationship between the brand and the LA Lakers. In January of this year Hublot became the first official timekeeper of the illustrious NBA franchise.

About Hublot

Hublot's Chairman, Jean-Claude Biver, along with CEO, Ricardo Guadalupe, 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. A champion of innovation, Hublot revolutionized the watch industry with the introduction of the Big Bang, a multiple award winning timepiece created using a combination of precious metals with rubber. Since then, the Swiss brand has become universally known for the concept, "Art of Fusion." From in-house watch complications to world-class collaborations such as Ferrari, FIFA, Miami HEAT and most recently the Los Angeles Lakers, Hublot is constantly evolving and looking to the future. Hublot is available at 750 points of sale and has 60 exclusive boutiques around the world (Geneva, Cannes, Saint-Tropez, Paris, London, Berlin, Moscow, New York, Miami, Beverly Hills, Las Vegas, Atlanta, Singapore, Shanghai, Beijing, Hong Kong, Dubai, Abu Dhabi, Kuala Lumpur, Ginza...).



King Power Black Mamba

TECHNICAL DETAILS

Reference	748.CI.1119.PR.KOB13
Series	Limited series of 250 pieces numbered
Case	“King Power”, diameter 48 mm, in micro-blasted black ceramic
Bezel	Black micro-blasted ceramic and micro-blasted titanium 6 black PVD H-shaped relief titanium screws
Crystal	Sapphire with interior/exterior anti-reflective treatment Purple number indication
Bezel lug	Black composite resin
Lateral inserts	Black composite resin
Crown	Black PVD titanium with Hublot logo 3N Gold 18K Black rubber insert
Push-buttons	2H in black PVD titanium, rectangular in polished steel Black rubber inserts 4H in titanium satin-finished and “reset” engraved
Case-back	Open micro-blasted black ceramic with Kobe Bryant signature on sapphire
Dial	Sapphire dial with 4 zones of 12 minutes in black and gold Indexes in satin-finished 3N Gold plated with black Superluminova™ “Snake” appliqué polished black PVD
Hands	Satin-finished 3N Gold plated hands with black SuperLuminova™
Movement	HUB 4248 Mechanical self-winding Chronograph with central 48’ counter
Date	Trapezoidal window at 4.30
Components	249
Jewels	28
Frequency	4 Hz (28,600 Alt/h)
Power reserve	42 hours
Water resistance	10 ATM or approximately 100 metres
Strap	Python snake strap sewed on black rubber
Clasp	Deployant buckle clasp in micro-blasted black PVD titanium and ceramic

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