
IWC SCHAFFHAUSEN'S UNIQUE TRIBUTE TO THE TRIBECA FILM INSTITUTE®

PORTUGUESE AUTOMATIC EDITION "TRIBECA FILM FESTIVAL 2013" ONE OUT OF ONE

New York, NY, March 18, 2013 – IWC Schaffhausen celebrates the world of Filmmaking this year as the Official 'Festival-Time' Partner of the Tribeca Film Festival® in New York. To honor the festival and support its nonprofit affiliate, the Tribeca Film Institute (TFI), IWC along with TFI will auction a unique one of one piece at Antiquorum Auctioneers, the world's premier watch auctioneers of modern and vintage timepieces. The auction which will take place on April 10th, 2013 at Antiquorum's US headquarters Ave Showroom with the entire proceeds supporting the Tribeca Film Institute®.

A UNIQUE PIECE WORTHY OF A RED CARPET

"We believe new voices should be heard and are convinced that projects as well as talents from Tribeca Film Institute deserve an international stage," says Georges Kern, CEO of Swiss luxury manufacture IWC Schaffhausen. Rarely do people make the association between film and watches, yet both industries rely on a appreciation of time and the determination to make thousands of parts work in harmony behind the scenes, be it a sapphire crystal case or a cameramans lense. As a way of supporting the film industry, its vital young talent and the local storytelling, IWC Schaffhausen auctioning off a unique Portuguese Automatic Edition "TRIBECA FILM FESTIVAL 2013" One out of One timepiece. The watch has a platinum case which is extremely rare for the Portuguese Collection. The unique timepiece will be auctioned by Antiquorum Auctioneers on April 10th, in New York. Interested buyers from all over the globe can register to bid from March 18th to April 9th at Anitquorum.com. The auction will be conducted live at Antiquorum on Madison Avenue in New York, with real-time bidding on the internet at www.antiquorum.com and via telephone. "We are delighted to offer this outstanding IWC timepiece in our April 10th auction," says Antiquorum's

President & CEO, Evan Zimmerman, "This is truly a rare opportunity to own an exceptional timepiece that combines the excellence of fine Swiss timekeeping with a unique connection to the exciting world of film." The proceeds from the auction will go to support the Tribeca Film Institute (TFI). TFI is a nonprofit arts organization that supports filmmakers with grants, professional development, and resources, while also helping students to discover film and filmmaking. "Great films are the result of exceptional attention to detail and craftsmanship; traits that are clearly shared by IWC," says Executive Director of the Tribeca Film Institute Beth Janson. "We are happy to be aligned with IWC in their creation of a unique piece to celebrate the work of filmmakers and their support of the industry."

A STAR IS BORN

The Portuguese Automatic Edition "TRIBECA FILM FESTIVAL 2013" unique one of one piece comes onto the scene with incomparable enthusiasm. With outstanding mechanical features, including the Pellaton winding system, 7-day power reserve, and date display, it demonstrates that greatness is not only a question of size. The 50000-caliber family of large IWC-manufactured movements was originally developed

IWC

SCHAFFHAUSEN

for the Portuguese Automatic to mark the start of the new millennium, and once again featured the Pellaton winding system and 7-day power reserve. The movement subsequently received a date display, which has made the Portuguese more practical for everyday use. With its small seconds display at "9 o'clock" and its power reserve display on the opposite side of the dial at "3 o'clock" – both bordeaux-colored –, the unique one out of one piece commemorating the 2013 Tribeca Film Festival is a rare opportunity to own a piece of movie magic. The hands, numerals, and hour markers are made of rose gold and set against the slate-colored dial. The 18-carat gold medallion bears the logo of the Tribeca Film Festival and the milled lettering "Unique Piece". The Portuguese Automatic Edition "TRIBECA FILM FESTIVAL 2013" will be available exclusively on April 10th 2013. "The unique Bordeaux subdials harken to a time of Hollywood glamour and iconic red carpets, while the slate colored dial is inspired by Tribeca in lower Manhattan, laden with steel and concrete buildings that are home to some of the cities most iconic architecture and is a culture movement within itself," says Georges Kern, CEO of IWC.

IWC SCHAFFHAUSEN

With a clear focus on technology and development, the Swiss watch manufacturer IWC Schaffhausen has been producing timepieces of lasting value since 1868. The company has gained an international reputation based on a passion for innovative solutions and technical ingenuity. One of the world's leading brands in the luxury watch segment, IWC crafts masterpieces of haute horlogerie at its finest, combining supreme precision with exclusive design.

ANTIQUORUM

Established in Geneva in 1974, Antiquorum has carved its own unparalleled niche in the auction world through its focused expertise in horology and by cultivating a thriving collector's market for timepieces worldwide. The world's premier auctioneer of fine modern and vintage timepieces has set world records for auction sales and holds approximately ten auctions a year in Geneva, New York and Hong Kong, with previews held in major cities worldwide. Antiquorum maintains offices in Beijing, London, Milan, Munich, Moscow, Paris, Shanghai and Tokyo.

For information on how to register for the exclusive auction please visit www.Antiquorum.com

TRIBECA FILM INSTITUTE®

The Tribeca Film Institute® is a 501(c)(3) year-round non-profit arts organization founded by Robert De Niro, Jane Rosenthal, and Craig Hatkoff in the wake of September 11, 2001. TFI empowers filmmakers through grants and professional development, and is a resource for and supporter of individual artists in the field. The Institute's educational programming leverages an extensive film community network to help underserved New York City students learn filmmaking and gain the media skills necessary to be productive citizens and creative individuals in the 21st century. Administering a dozen major programs annually, TFI is a critical contributor to the fabric of filmmaking and aids in promoting and protecting filmmakers and media artists. For more information please visit www.tribecafilminstitute.org

FURTHER INFORMATION

IWC North America

Jamie Williams

Senior Manager Public Relations

Tel. 1-212-891-2353

E-mail jamie.williams@iwc.com

Internet www.iwc.com

IWC Schaffhausen

Branch of Richemont International SA

Uwe Liebming

Department Manager Public Relations

Mobile +41 (0)79 957 72 52

E-mail uwe.liebming@iwc.com

Internet www.iwc.com

Tribeca Film Festival

Tammie Rosen

VP of Communications

Tel. 1-212-941-2003

E-mail trosen@tribecafilmfestival.org

Internet www.tribecafilm.com

Antiquorum Auctioneers

Michelle R. Halpern

Marketing & Public Relations Manager

Tel. 212.750.1103

E-mail mhalpern@antiquorum.com

Internet www.antiquorum.com

DOWNLOADS

Illustrative material and more information about the partnership with Tribeca Film Festival can be downloaded free of charge at:
www.photopress.ch/image/iwc/events/iwc+and+the+tribeca+film+festival

PORTUGUESE AUTOMATIC EDITION “TRIBECA FILM FESTIVAL 2013” UNIQUE PIECE

REF. IW500127

FEATURES

Mechanical movement with automatic Pellaton winding system and 7-day power reserve – Date display – Small hacking seconds at 9 o'clock – Breguet spring – Rotor with 18-carat gold medallion bearing the logo of the Tribeca Film Festival – with the engraving “One out of One” – Available exclusively at Auction from Anitquorum on April 10th, 2013

MOVEMENT

Calibre	51011
Frequency	21,600 A/h / 3 Hz
Jewels	42
Power reserve	7 days (168 h)
Winding	automatic

WATCH

Materials	platinum case with slate-colored dial, bordeaux-colored small seconds and power reserve subdials, rose gold numerals and black alligator leather strap with platinum folding clasp
Glass	sapphire, convex, antireflective coating on both sides
Back	see-through sapphire-glass back
Water-resistant	3 bar
Diameter	42.3 mm
Case height	14 mm