



PRESS RELEASE

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Design your own Reconvilier HERCULES “Classic” watch

The traditional Swiss watchmaker Société Horlogère Reconvilier AG located in Zug is presenting its HERCULES “Classic” - which can be customer designed.

The special charm of Reconvilier lies in the combination of traditional design and Swiss watch making expertise as well as technical refinements.

In its classical and traditional design the Reconvilier HERCULES “Classic” watch collection represents the combination of innovative solutions with Swiss watch making expertise. The “Classic” line is characterized by a contemporary dial, which perfectly fits into a classical watch housing. The “Classic” watch is available in steel, white gold and pink gold with various colours for dials and numbers and various leather straps – assembled to order or by the customer designed.

Please find further information as well as technical details under www.swisstime.ch or www.reconvilier.com.

Quality, reliability and precision from the beginning: “Société Horlogère Reconvilier”

Société Horlogère Reconvilier (SHR) was first officially documented in 1905. It was known at the time for classical watches in traditional design with relatively simple Roskopf* movements (patented 1860) – a watchword for quality, precision and high reliability. The acquisition of the “Louis Roskopf & Cie”-patents around 1923 created the basis for the fast increasing development and reputation of solid, reliable and price competitive watches. Reconvilier became famous as “the people’s watch” and sold many pieces all over the world. Until 1970 the company was registered in the Swiss canton Bern. In the year 2006 Reconvilier was revitalized in the canton of Zug. Next to the established classical watches, the “new Reconvilier” will bring to market innovations, which are unique and technically outstanding and take the new image of the company into the future. Since its foundation in 1905, Reconvilier belongs to the Swiss watch making tradition: producing exclusive time pieces absolutely reliable, meticulously designed and sophisticated in terms of technical innovation. At the heart of every Reconvilier timepiece is the finest, intricate, precise and always reliable mechanical movement. Newest technical

innovations and selected materials determine today the development of the brand.

For further details, please contact:

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