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MONTRE DE L'ANNEE 2008

WATCH OF THE YEAR



2nd PRIZE



3rd PRIZE



LADIES' WATCH OF THE YEAR

SPECIAL JURY PRIZE



MONTRES **PASSION**

PUBLIC PRIZE

Press release: to be published on Wednesday, 29 October 2008, at 12 noon

ALTIPLANO

Eccentric small seconds

Watch of the Year 2008

Under the auspices of the magazine *Montres Passion*, the jury has selected the **"Altiplano, eccentric small seconds"** by Piaget as the **Watch of the Year**, thanks to its "perfect design, elegance and pure lines, finesse and excellent extra-thin movement". The trophy was presented to Philippe Léopold-Metzger, Piaget's CEO, at an award ceremony on 28 October last in Geneva attended by local officials as well as over 500 well known figures from the watchmaking sector.

The **"Da Vinci Vintage Automatic"** manufactured by IWC, won second place while third prize was awarded to **"Instinct Basic 4851 Four Time Zone"** by Rodolphe.

As far as concerns the **Ladies' Watch of the Year**, this was won by Piaget's model **"Magic Hour"**.

As far as concerns the **Jury's Special Prize**, a "personal" prize awarded for an exceptional timepiece or to watch designers, the winner this year was the **"Diane, minute repeater"** and Sandrine de Laage, Deputy Head of Design at Harry Winston, received the award.

The jury, which comprised professionals from the watchmaking sector and was chaired by Kenan Tegin, chose the winner from a short-list of some forty finalists selected out of over a hundred new models launched on the Swiss market between September 2007 and December 2008.

Following the tradition, the short-listed models were presented to the public through a competition on a dedicated website, where they could vote for their favourites between 29 September and 19 October. The highest number of votes were won by **"Diamond Flower"** by Perrelet, which was consequently awarded the **Swiss Public Prize**.

For the first time, a second Watch of the Year ceremony will be organised, which will also take place in Paris, on Thursday 30 October, and will be attended by representatives of the French watch market. Another public prize, this time specific to France, will be awarded on this occasion.

The aim of the Watch of the Year Prize, which was presented in 2008 for the 15th consecutive year, is to reward the best horological creations of the year from both an aesthetic and a technical point of view. The prize was set up by the magazine Montres Passion, published by Ringier Romandie in Switzerland four times a year in French (90,000 copies) and German (100,000 copies). This specialised publication is an ambassador of high-quality watches and aims to help develop the watch and jewellery sector. Since June 2008, Ringier has also been distributing 100,000 copies in France.

High-resolution photos available from: www.point-of-views.ch

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WATCH OF THE YEAR AWARD REGULATIONS

JURY SOVEREIGNTY

The watchmaking professionals composing the jury review the most striking new models released on the Swiss watch market since the previous autumn, particularly at Baselworld and at the SIHH in Geneva.

In order to be eligible, models must meet a certain number of prerequisites defined by the Jury of "Montres Passion". The criteria are as follows:

- A watch selected must be "Swiss made".
- It must have been launched between 1 September of the previous year and December of the current year.
- Its price must not exceed CHF 50,000. It may have a quartz movement, but must in any case feature technical or aesthetic added value
- It must be produced in a series of at least 200.
- Its assets must also include certain technical qualities, superior movement finish, a readable dial, an interesting design, genuine wearability and an acceptable quality/price ratio.

SELECTION PROCESS

The process of selection involves several steps. Initially, each member of the jury makes a broad personal selection. A first sifting is done based on proposals that are justified and explained in a plenary session. Subsequent votes, checks and additional information lead to a narrower selection of forty models. The jury then meets with all the selected watches on the table. A first secret ballot vote is cast, based on several criteria. The top-ranked watches are

then the object of debate, discussion and argument. Successive rounds of voting ensue until the jury has made its final selection of five models.

The categories of the Watch of the Year

1st – 2nd – 3rd Jury Prize

The jury selects 3 models to be Watch of the Year from the five on the final short list.

LADIES' WATCH PRIZE

If a model which is basically intended for the female market is included in the final short list of five, it is awarded the Ladies' Watch Prize. If not, the jury uses the same procedure (plenary session, discussion, vote) to select the winning ladies' watch from among the four models which get the most votes in the secret ballot.

PUBLIC PRIZE

The public can vote for three models, in order of preference, via the internet where captioned photos can be seen. The model that gets the most votes receives the Public Prize.

SPECIAL JURY PRIZE

If the jury so wishes, it may choose to honour an "exceptional watchmaking accomplishment". This is a model that does not necessarily meet the selection criteria for the Montre de l'Année prizes (without limitation of price and quantity). This prize is not awarded every year.