

HAMILTON

HAMILTON - Ventura, an icon remembered

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Hamilton celebrates the 75th anniversary of Elvis Presley's birth with two special Ventura models. Hamilton is celebrating cultural icon, Elvis Presley, with two special models of the iconic Ventura watch, to mark what would have been the 'King's' 75th birthday in 2010. The distinctive, shield-shaped timepiece, worn by Elvis in the 1961 movie 'Blue Hawaii', comes in two new interpretations - a replica of the original 1950's model and a XXL version. The Ventura Elvis Anniversary Collection promises to contribute a new chapter to two legends.

Ventura Elvis Anniversary Collection

The Ventura Quartz is a faithful tribute to the original 1957 model, which made watch-making history as the world's first electrical, battery powered watch. Design detail of the case of the new model mirrors that of its 1950s ancestors and today comes in either stainless steel or a yellow gold PVD finish. A black dial also reminds of the 1950s Ventura timepieces, complete with digit markings all culminating in an embossed rounded point like the surrounds of the iconic wall-clocks of the era. These nostalgic looks enclose a modern Swiss quartz movement to ensure precision timekeeping for the 21st century.

The choice of attachment for the Ventura Quartz, with the possibility of a metallic flex bracelet or a bi-color leather strap in black paired with silver or gold color, has its own story to tell. The watch originally purchased by Elvis would have had a leather strap and archive material reveals that, at his special wish, the jeweller exchanged this for a metal bracelet to satisfy his celebrity customer.

Ventura XXL Elvis Anniversary Collection

Having started its life as a pioneer, the Hamilton Ventura continues to make a bold statement over half a century later in the form of a limited XXL edition. This special timepiece integrates touches of the unexpected to give its classic inspiration a futuristic and rocky feel. The familiar shield shape of the gunmetal colored case gets a distinctively contemporary look through smoothed surfaces and XXL dimensions. The angular crown is integrated into the case with its pointed tip signalling 3 o'clock. The black dial has racy looks with a background effect resembling that of a high-tech sound box. A touch of fiery red stretches from 12 o'clock to 3 o'clock and daringly reappears on the tip of the seconds hand. Celebrating modernity, the case elegantly flows into a stylish, smooth black rubber strap. The limited edition which will only be produced till the end of 2010 will contribute to make the King's legend alive.

Hamilton was founded in 1892 in Lancaster, Pennsylvania, USA. Hamilton watches combine the American spirit with the unrivalled precision of the latest Swiss movements and technologies. Known for its innovative design, Hamilton has a strong foothold in Hollywood, with products appearing in over 350 films. The brand also boasts a strong aeronautical heritage. Hamilton is a member of the Swatch group, the largest watch manufacturer and distributor in the world with 160 production sites in Switzerland.
www.hamiltonwatch.com

Elvis Presley Enterprises, Inc.

Elvis Presley Enterprises, Inc. (EPE) is based in Memphis, with additional offices in Los Angeles. In addition to Graceland and its related attractions in Memphis, including the Heartbreak Hotel, EPE is aggressively involved in a worldwide licensing program, merchandising, music publishing, and television, film, video and Internet projects. For more information on EPE and Graceland, visit www.elvis.com. EPE is a subsidiary of CKX, Inc. (www.ckx.com), a publicly traded company listed on the NASDAQ Global Market® under the ticker symbol CKXE.

TECHNICAL SPECIFICATIONS

Ventura Elvis Anniversary Collection

Material : Stainless steel / yellow gold PVD
Dial Color : Black
Attachments : Two tones leather black and gold or black and silver / flex steel
Movement : Quartz 956.102
Crystal : Sapphire
Water resistance : 50 m
Price : Ca 595 €, 745 USD, 875 CHF

Ventura XXL Elvis Anniversary Collection

Material : Stainless steel PVD gunmetal
Dial Color : Black
Attachments : Black rubber
Movement : Automatic 2824-2
Crystal : Sapphire
Water resistance : 50 m
Price : Ca 945 €, 1195 USD, 1345 CHF

International press office
Martine Ayer
martine.ayer@hamiltonwatch.com
Tel +41 32 343 40 04