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LUMINOX HISTORY

The Luminox Watch Company is an American success story. It began in 1989 when the founder, Barry Cohen, who was already in the watch business, discovered a need and filled it. As has been said many times, “necessity is the mother of invention” and the Luminox story is a classic example. When the founder heard of a unique Swiss self-powered illumination system, he reasoned that this would be a very helpful addition to the watch business, making watches more visible and easier to read in low or no light situations. This seemed quite logical since one of life’s realities is degeneration of eyesight as one ages, and finding methods to see anything better (in this case—time) made sense. He contacted the owner of the illumination company, and acquired the rights to use the technology in a new brand of watches employing this unique illumination system, now called LLT (Luminox Light Technology), and a watch brand was born. The rest, as they say—is history. Today, Luminox can be found in more than 30 nations with more being added regularly. The line began with one very basic model and grew to include many more models over time. Noticing a trend toward watches aimed at the active sports market, Luminox created a dive model in 1993. This was the first time luck played a significant part in our development. A U.S. Navy SEAL procurement officer contacted Luminox and explained their need for this luminous technology for use on night missions and asked to have the new dive watch re-engineered to meet their rigorous specifications. After many months of redesigning, the revamped dive watch was offered to the SEAL teams in early 1994, and Luminox went out to the world to offer this same watch to consumers as the Original Navy SEAL dive watch. It became an instant success. With the enhanced readability having been requested by and supplied to U.S. Navy SEALs, consumers correctly reasoned that if it was good enough for one of the world’s most elite military forces, it surely was good enough for their recreational uses. From there, Luminox expanded the collection to include a variety of dial colors, as well as improved and upgraded versions of the Original Navy SEAL dive series, and ultimately an entire line of watches of many types and styles created for the active consumer, the sportsman, law enforcement and, of course, military groups. More good fortune played a part in the continued development of the Luminox brand when Luminox was contacted by a U.S. Air Force officer at Edwards Air Force Base expressing his appreciation for Luminox watches. He spoke of pilots flying the F-117 Nighthawk Stealth jets, how they were using the Luminox Navy SEAL watches to time bombing runs, and how much the guys loved the watches. Next came a request that watches be made specifically for them—for Air Force personnel. Honored by his request, Luminox began work on these watches immediately. And thus, the first aviation inspired collection was born. This resulted in the beginning of a relationship with the maker of the F-117 Nighthawk Stealth jet, Lockheed Martin®, the largest defense contractor in the world. Since then, an entire array of aviation inspired watches has been created that tie to specific Lockheed Martin properties. This year, Luminox will release new evolutionary versions of the F-117 Nighthawk series, the F-16 Fighting Falcon series, and the SR-71 Blackbird series. In addition, Luminox will launch a brand new series tied to the F-22 Raptor Stealth jet and the new Joint Strike Fighter, the F-35 Lightning II. The Luminox line continues to flourish as the company has grown. In 2006, new partners Ronnie and Andre Bernheim joined the founder, bringing their considerable expertise in the Swiss watch industry to the company. Today, Luminox makes watches tied to military groups, military styled field watches, general wear timepieces, and chronographs. Many of these models are now benefitting from evolutionary versions launching this year signaling a great “new beginning” for the brand. Luminox receives requests regularly from specific groups seeking a watch bearing their identity (logo and/or group name). These programs serve to further enhance the reputation of Luminox as the “real deal” in watches made for elite military, law enforcement, and government organizations. This credibility enhancement plays an important role in outfitting “Local Heroes” of everyday life. Starting from nothing and arriving today at the point where Luminox is distributed and available in more than 30 nations around the world, Luminox is an American brand employing a Swiss illumination technology in a Swiss made watch. Luminox is very enthusiastic about the future of the brand as it enjoys the great benefits of a new

partnership that will shepherd the brand into the future. Indeed the future looks very bright for Luminox! Enjoy this year's collection as you peruse our catalog, and stay tuned for many exciting new models still to come this year and beyond.

Luminox Unveils Technologically Advanced, Durable Adventure Timepieces - Leads the Way with Ultimate Color Light Technology

Luminox Watch Company, renowned for having been requested to supply its LLT (Luminox Light Technology) watches to the U.S. Navy SEALs since 1994, is an international success story. Known in the law enforcement world, the dive world, the rugged sports and outdoor arenas and among pilots around the globe, Luminox makes its technology available in sophisticated, durable timepieces that weather any conditions. Still supplying watches to the SEALs, F-16 Fighting Falcon™ pilots, SWAT teams and sponsoring the US Bobsled and Skeleton Federation, and the U.S. Canoe and Kayak Association, Luminox now unveils a host of Swiss-made timepieces rugged enough to suit adventurers and sports enthusiasts in their hunting, fishing, and cave exploration endeavors and beyond. New timepieces unveiled by Luminox at BaselWorld 2008 include the F-16 Fighting Falcon™ Chronographs and F-16 Fighting Falcon™ Big Date. Luminox has been building F-16 Fighting Falcon™ timepieces for years, after entering into a licensing program with Lockheed Martin, makers of the F-16 Fighting Falcon™ jets. The newest F-16 Fighting Falcon™ timepieces to join the family are bold 44mm steel and black renditions offered with blue, yellow or orange accents on the dial to highlight the timing elements (chronograph subdials and second hand timing) - making them true timing instruments. Another exciting collection being extended is the compelling SR-71 Blackbird™ series, first built in honor of the record accomplishments of the remarkable aircraft. New is the SR-71 Blackbird™ Chrono Alarm - offered in a limited edition of 999 units. This 44mm watch is as stealthy as its namesake. Water resistant to 100 meters, it is crafted in PVD black steel and sold with anti-reflective sapphire crystal. Other SR-71 Blackbird™ watches joining the fleet this year include the SR-71 Blackbird™ Compass, built in a limited edition of 999 units, and offering Compass, three time-zones, timer, alarm, and week-counter, and the SR-71 Blackbird™ Automatic Chrono, built with a Valjoux 7750 movement, and in a limited edition of 500 pieces. Extending its Field series, Luminox unveils the new Field Chrono-Alarm in steel with either a black or ivory dial for a genuine field look. Offered in a 42mm case with a leather strap or signature solid link steel bracelet, this watch has an authentic appeal. There is also a Field Chrono-Alarm in a 47 mm case and offered with a variety of hunting-inspired straps such as green, green/brown, brown, or black with dials in ivory or dusty olive. Both of these watches are water resistant to 100 meters. Additionally, there is a Field Time-Date watch that measures 42mm in diameter and is water resistant to 200 meters, available in the standard dial colors, and in dusty olive and alert orange. Finally, in its all-functional sporting style, Luminox releases an all-new Yachting watch. The 43mm steel count-down racing watch with alarm is water resistant to 100 meters and is offered with three different dial colors, including black, blue and silver, all with contrasting subdials and timing hand to allow for easy viewing of the timing elements. All of the new timepieces incorporate Luminox's unparalleled powerful self-powered illumination system. Luminox timepieces require additional manufacturing steps that other timepieces don't undergo, which is a costly, time-consuming endeavor. Each watch houses tiny, self-powered micro gas lights which are installed into the hands, hour markers and, in some models, the bezels of the Luminox watches. The timepieces require no external light source to charge them, and enable time at a glance no matter what the light level—even in complete darkness. All Luminox watches glow continuously for more than 25 years and glow 100 times brighter than other luminous watches. The illumination is guaranteed for 10 years. Luminox Watches are entirely Swiss made and house a jeweled Swiss quartz movement. They are water and shock resistant.

Power and Precision Combine with Luminox and Lockheed Martin Partnership

The relationship between Lockheed Martin and Luminox was one born of mutual respect for precision and excellence. In 2000, elite USAF pilots of the F-117 Nighthawk Stealth™ jets contacted Luminox to request watches to be made specifically for them. They were seeking timepieces that featured the Luminox self powered illumination system (LLT). As it turned out, many of the top-notch pilots flying the stealth jets were already wearing Luminox Navy SEAL models (as Luminox had already built that relationship and SEAL watches) and were utilizing the illuminated second hand to time their missions. Prompted by these elite pilots, Luminox entered into a cooperative relationship with Lockheed Martin® -- makers of the F-117 Nighthawk™, SR-71 Blackbird™ and the F-16 Fighting Falcon™ jets, and the most recent offerings from Lockheed Martin®, the F-22 Raptor™ and the F-35 Lightning II™. The mutual goal was to create aviation-inspired timepieces in honor of these fighter planes - that would do them, and the pilots that fly them - justice. Luminox first released its F-117 Nighthawk™ series in black PVD plated steel, followed by the F-16 Fighting Falcon™. Then, in 2005, Luminox unveiled the first SR-71 Blackbird™ watch - celebrating the aviation icon that set flight speed and altitude records that still stand today. These Swiss Made watch series are some of the brand's best sellers - and today the collection is enhanced by the evolution of these original series into newer versions as well as the introduction of the F-22 Raptor™ and F-35 Lightning II™ series, including watches with automatic chronographs, chrono alarms and compass functions. Luminox's licensing agreement with Lockheed Martin®, the world's largest defense contractor and maker of some of the most unique and compelling jets in aviation history, underscores the brand's commitment to function, precision and state-of-the-art engineering.