

Louis Moinet North America Raises \$26,000 at Charity Auction to Benefit the Dan Marino Foundation

Luxury Watch Received Highest Bid Among All Live Auction Items

Research Triangle Park, NC (November 23, 2009) - Louis Moinet North America (www.LMTime.com), which safeguards the 200 year old legacy of renowned watchmaker Louis Moinet, today announced it has donated three Twintech Chronographs watches at a recent charity auction to benefit the Dan Marino Foundation.

Hall of Fame Quarterback Dan Marino and renowned cigar maker Carlos Fuentes, Jr. hosted the 9th Annual Marino Cigar Dinner, benefitting the Dan Marino Foundation at the Marino's home on Tuesday, November 10th. NFL players Jason Taylor and Sam Madison, luxury jeweler Mark Levinson and over one hundred prominent businessmen, community leaders, athletes and celebrities joined Marino, Chairman of the Dan Marino Foundation, for an evening of unwinding with cigars, entertainment and a sit down dinner. Over \$241,000 was raised through ticket sales and a live and silent auction, with all proceeds going to the Dan Marino Foundation to help fund programs for children and young adults with developmental disabilities.

A highlight of the live auction was the Louis Monet Twintech Chronograph, donated by Michael Brader-Araje, President of Louis Moinet North America and exclusively represented by Mark Levinson of Levinson Jewelers on Las Olas Boulevard in Fort Lauderdale, Florida. The watch was in high demand during the auction, with a final bid of \$13,000 – 30 percent above retail. As a result of the popularity of the timepiece, Brader-Araje made an impromptu decision to donate a second Twintech, which also sold for \$13,000.

“An exciting night for a lot of reasons,” said Dan Marino. “It was the 9th year our friends came out for this event in support of the Foundation and we raised over \$240,000. A big part of the auction's success were the amazing watches donated by Louis Moinet that are sold exclusively in Florida at Levinson Jewelers.”

The Twintech Chronograph is a limited edition watch – only 60 are available worldwide. This chronograph builds upon the design of the Louis Moinet Twintech based on original drawings by Louis Moinet in 1848. It's distinctive and powerful design are a fitting tribute to the legacy of Louis Moinet.

“All of us at the Louis Moinet company believe in giving back, so it was truly a privilege to support the Dan Marino Foundation and the great children's causes it supports,” stated Brader-Araje. “The fact that our watches were so well-received during the auction was just an added bonus to an incredible evening.”

About Levinson Jewelers - Because of its sterling reputation and elite status in the industry, the world's most prestigious lines and designers seek space in Levinson's exquisite store, including Louis Moinet, Bvlgari, Gerald Genta, Zenith, Franck Muller, Piaget, Panerai and Ferrari, Jaeger-LeCoultre, Pierre Kunz, Penny Preville, Backes & Strauss and many others. Levinson's staff is well educated and knowledgeable, and includes GIA certified gemologists and jewelers. Owners Mark and Robin Levinson travel the world seeking the most precious jewels and unique items to provide to their discerning clientele. Levinson Jewelers is located at 888 E. Las Olas Blvd. in Fort Lauderdale. For more information, please call (954) 462-8880 or visit www.levinsonjewelers.com.

About The Dan Marino Foundation

The Dan Marino Foundation's mission is to “Open Doors” towards independence for children and young adults with special needs by supporting comprehensive integrated treatment programs, providing outreach services, advancing scientific research, and fostering independence through transition programs. Since the organization was established more than 17 years ago, it has built the Miami Children's Hospital Dan Marino Center in Weston, FL, which is now recognized both nationally and

internationally for its ability to provide the finest integrative care for children with autism. For more information about the Dan Marino Foundation, please visit www.danmarinofoundation.org.

About Louis Moinet Timepieces

Louis Moinet was a renowned expert in the creation of fine timepieces, many of which were acquired by the wealthiest and most influential people throughout the Western world, including Thomas Jefferson, Napoleon, James Monroe and King George IV. In 1848, Moinet wrote his famous *Traité d'Horlogerie* (Treatise on Watchmaking), which is still regarded as one of the world's most comprehensive and skillfully written books on the subject. Today, a limited supply of Louis Moinet timepieces is available for esteemed watch collectors and connoisseurs. For more information on Louis Moinet's exclusive collection of luxury timepieces, please visit www.LMTime.com.

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