



Full Collection of Louis Moinet Luxury Timepieces Now Available at Levinson Jewelers

Research Triangle Park, NC (May 27, 2009) - [Louis Moinet North America](#), which safeguards the 200 year old legacy of renowned watchmaker Louis Moinet, today announced the company's full collection of luxury timepieces will be available at Fort Lauderdale, Florida's Levinson Jewelers – one of the top ten largest privately owned jewelry retailers in the United States.

Louis Moinet timepieces are admired and well-regarded throughout Europe but became available in the US for the first time in April of 2008, as a result of the formation of Louis Moinet North America. In keeping with the brand's exclusive nature, Louis Moinet watches are only available at an extremely select group of leading jewelry stores, such as Levinson Jewelers.

Founded in 1983, Levinson Jewelers has grown from a single booth at a local jewelry exchange to one of the top grossing independent jewelers in the county.

“Mark and Robin Levinson have an incredible reputation for carrying rare and exceptional luxury items,” stated Michael Brader-Araje, president of Louis Moinet North America. “The Louis Moinet line of watches is an ideal complement to their top-notch collection of diamonds and fine jewelry.”

Recognized as a genius of watchmaking, Louis Moinet crafted timepieces for the wealthiest and most influential people in the world, including Thomas Jefferson, Napoleon, James Monroe and King George IV. Today, Louis Moinet watches stand as a testament to his art – the ideal fusion of design and meticulous craftsmanship. With only 1,000 watches crafted each year, to possess a Louis Moinet fine timepiece is to be part of an exclusive legacy that stands the test of time.

“Our clientele understand the value of truly exceptional timepieces as collectors' items,” said Mark Levinson, owner and founder of Levinson Jewelers. “That aspect, combined with the rich history of the Louis Moinet brand, make this line a perfect match for Levinson Jewelers.”

The relationship between Louis Moinet North America and Levinson Jewelers came as a result of Primetime Race Group, also based in Fort Lauderdale. This season Louis Moinet North American is the official timepiece for Primetime's #11 Dodge Viper for the 2009 American Le Mans Series racing season. In the near future, Levinson Jewelers will host in-store appearances with Primetime's team owner and driver Joel Feinberg, allowing customers to see the race car up-close and personal, get autographs, and view the complete Louis Moinet collection.

“What's interesting to me is the fact that Joel is bringing these classic watches to a new generation, as history and the horological world merge with the excitement of the race world,” continued Levinson.

For more information about any of the fine timepieces in the Louis Moinet collection, please visit www.LMTime.com.

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.

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.

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