



Louis Moinet Announces Limited Edition Tempograph Now Available in US

Ten Second Retrograde Hand Inspires “What could you do in 10 seconds?” Campaign

Research Triangle Park, NC (May 29, 2009) - [Louis Moinet North America](#), which safeguards the 200 year old legacy of renowned watchmaker Louis Moinet, today announced the availability of the [Tempograph](#) in the United States. The Tempograph, which was first unveiled at BaselWorld last year, is an incomparable watch endowed with all new technology and made up of 125 parts.

The limited edition watch includes a ten second retrograde mechanism, which is constantly on the move. In addition, the Tempograph is the only watch in the world where the cam mechanism has been left visible to enable the wearer to admire it in action. Louis Moinet’s watch designer created the ten second retrograde mechanism to demonstrate just how long and how valuable ten seconds really is. That feature has inspired a new marketing campaign from Louis Moinet North America, entitled “What could you do in ten seconds?”, which will be unveiled at [JCK Las Vegas](#) later this week. Online visitors can receive a free gift when they submit their own ideas about what they could do in ten seconds at www.ten-seconds.com.

The Tempograph comes in a limited edition of 60 watches and is available in a yellow and rose gold case with black dial; rose gold/titanium/steel case with silver or black dial; and titanium/steel case with silver or black dial.

“We received extraordinary feedback on the Tempograph when it was first unveiled at BaselWorld,” said Michael Brader-Araje, president of Louis Moinet North America. “The watch really is a work of art, equipped with the non-stop movement of a seconds hand that marks off the time in ten-second segments with an instant retrograding motion. Watch collectors in the US have been anticipating its arrival, and we are proud to bring this remarkable watch to North America.”

As with all the watches in the Louis Moinet collection, the Tempograph comes with a two-year, hand-written warranty. For more information on the Tempograph or 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.