



LOUIS MOINET  
1806

## **Industry Veteran Donald Loke Joins Louis Moinet North America**

Research Triangle Park, NC (December 3, 2008) - [Louis Moinet North America \(www.LMTime.com\)](http://www.LMTime.com), which safeguards the 200 year old legacy of renowned watchmaker Louis Moinet, today announced industry veteran Donald R. Loke has joined the company. Loke is a Master Watchmaker with 35 years experience. He is regarded as the industry's expert resource for the repair and rebuilding of highly complicated, intricate watches, clocks and other micro-mechanical devices.

Loke will oversee long-term sales and marketing strategy for Louis Moinet North America. He has worked with and headed up some of the most prominent brands in the industry, including Breguet, Audemars Piquet, Daniel Roth, Gerald Genta and Parmigianni Fleurier. As President of Parmigiani Fleurier, North America, Loke built the number one market worldwide and held that distinction for six years.

In addition, Loke was Owner and President of Horological Works, LLC, a product development and consulting company, where he was responsible for over 40 watch designs for the US market. He was also a partner and President of DreamTime, LLC, a company that imported Swiss watch brands into the US market.

"Don's expertise is unparalleled in the industry and we are privileged to have him join the Louis Moinet family. His guidance will be instrumental in establishing the Louis Moinet brand in North America's luxury timepiece collector marketplace," said Michael Brader-Araje, President of Louis Moinet North America.

Loke has degrees from both US and Swiss schools and is Technical Advisor and Master Watchmaker for International Watch Magazine.

### **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](http://www.LMTime.com).

### **Media contact:**

Cindy Akus  
Crossroads PR  
cakus@crossroadspr.com  
Phone: 919-414-6082