



LOUIS MOINET
1806

Louis Moinet Creates World's First and Only Watch Featuring Authentic Piece of the Moon

Research Triangle Park, NC (November 18, 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 the availability of the new Magistralis timepiece -- the world's first and only watch featuring an authentic piece of the moon. Magistralis, which is being offered for \$1 million Swiss Francs (CHF) or approximately \$845,000 (USD), comes in a limited edition of only one watch and will never be repeated.

Magistralis contains pieces from a lunar meteorite, which was ejected from the moon 2,000 years ago. The meteorite, which has been authenticated by the University of California, Los Angeles, actually added to scientific knowledge of lunar geology, since it came from a place that the Apollo missions did not visit. Of all meteorites, the lunar type is the rarest and is more expensive than gold and platinum combined.

This ancient lunar meteorite is used for the moon-phase display of the hundred-year old and extremely sophisticated complication movement powering the Magistralis. The movement beats at 18,000 vibrations per hour and includes complications such as a minute repeater, perpetual calendar and single-pusher chronograph. The incredibly complex case is composed of 90 different parts, including a pressure-controlled striking mechanism lever.

The presentation box also marks an industry milestone as the first musical instrument for watches. The watch stand serves to amplify the sound of the repeater mechanism. In addition, the presentation box includes an original copy of Louis Moinet's famous *Traité d'Horlogerie* (Treatise on Watchmaking) dated from 1856, which is regarded as one of the world's most comprehensive books on the subject and contains illustrations of watch movements hand-drawn by Louis Moinet.

Throughout history, Louis Moinet had a tradition of crafting timepieces for the wealthiest and most influential people in the world, including Thomas Jefferson, Napoleon, James Monroe and King George IV. Now, one distinguished watch aficionado can have the honor of being the first and only person in the world to wear the moon on his wrist. "Magistralis is a one-of-a-kind watch to be worn by a one-of-a-kind person," said Michael Brader-Araje, President of Louis Moinet North America. "This magnificent watch is unlike any other, and will never be repeated. It is the ultimate addition to any watch connoisseur's collection."

If you are interested in learning more about the Magistralis watch, visit www.lmtime.com/magistralis.php.

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.

****Digital images available upon request.**