



Louis Moinet to Be Distributed in North America

Research Triangle Park, NC (April 1, 2008) - The Louis Moinet line of timepieces, representing more than 200 years of history and watchmaking expertise, will now be distributed by Louis Moinet North America, under the leadership of a well-known North Carolina entrepreneur.

Michael Brader-Araje will oversee North American distribution of the unique Louis Moinet timekeeping creations from his offices in the Research Triangle Park near Raleigh, N.C.

Brader-Araje has entered into partnership with Jean-Marie Schaller, chief of Les Ateliers Louis Moinet in Switzerland and worldwide Louis Moinet distributor beyond North America.

Schaller commented, "Brader-Araje will be a fine guardian of the rich Louis Moinet spirit in North America. He understands the delicate balance of history, art and watchmaking precision that arise from the tradition of Louis Moinet himself."

In 1848, Louis Moinet published his famous *Traite d'Horlogerie* (Treatise on Watchmaking), now widely regarded as the definitive treatise on the art of watchmaking. Brader-Araje noted, "His work provides a direct link to the artistry and legacy built into latter-day Louis Moinet timepieces."

Brader-Araje added, "We will sell direct to a small group of connoisseurs interested in a timepiece with authentic historical ties to a legend like Louis Moinet. Worldwide, no more than 2,500 Louis Moinet watches will be available."

In the mid-1990s, Brader-Araje founded OpenSite Technologies, a provider of Web-based commerce services and software. The firm was sold to Siebel Systems in 2000.

Brader-Araje also founded truePilot, a venture capital firm, located in Raleigh, N.C. Among his other ventures in recent years is the Michael & Laura Brader-Araje Foundation which makes grants to address key social needs.

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.**