



LOUIS MOINET
1806

Louis Moinet Announces Limited Edition Twintech Chronograph Watch Inspired by UNC Head Coach Butch Davis

Coach Davis to wear signature timepiece along the sidelines and auction for charity at season's end

Research Triangle Park, NC (September 1, 2009) - [Louis Moinet North America](#), which safeguards the 200 year old legacy of renowned watchmaker Louis Moinet, today announced it is offering a limited edition of 20 Twintech Chronograph luxury timepieces inspired by the University of North Carolina's Head Football Coach Butch Davis and the UNC tradition. Currently, no more than 1,000 Louis Moinet watches are created in a single year.

Coach Davis will be wearing one of the limited edition watches, which showcases a Carolina-inspired dial, along the sidelines throughout the 2009 season starting September 5 at home against The Citadel. At the end of the season, Coach Davis' watch will be auctioned off to the highest bidder on [TarHeelBlue.com](#) and all proceeds will go to the [SECU Family House](#), which provides a home-away-from-home for families with an adult patient being treated for a critical illness or injury at UNC Hospitals or its affiliated clinics.

"While the Louis Moinet company is recognized worldwide as expert watch makers, Louis Moinet North America is headquartered right here in the Triangle. I am proud to be wearing their Twintech Chronograph this season. I love wearing this magnificent watch and it is great to partner with an international company so interested in working within their local community. I'm also thrilled that this partnership will benefit Chapel Hill's SECU Family House as a result of the auction," said Coach Davis.

To bring this collection to market, Louis Moinet partnered with [Tar Heel Sports Properties](#), a property of Learfield Sports, which owns and manages the multimedia rights for the University of North Carolina Athletics.

"Much like Louis Moinet, Coach Davis and UNC-CH exemplify excellence and integrity - these qualities are what drew us to create the collection. With only 20 watches available throughout the world, we see this as a truly unique timepiece for any watch connoisseur or Carolina supporter," said Michael Brader-Araje, president of Louis Moinet North America.

Brader-Araje has long-standing ties within the Carolina community, having served on numerous advisory boards within UNC-CH. He is also a strong supporter of The Rams Club as a full educational scholarship donor.

The watches, which will be available in October, are priced at \$9,900 each. Louis Moinet is accepting pre-orders at [www.NCTimepiece.com](#) or by calling 866-703-1806. Individuals placing pre-orders will have the rare opportunity to choose the production number of their watch (out of the limited edition of 20), subject to availability.

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](#).