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“Spring” Fashion: Japan’s Top Producer of Mechanical Watches Enters US Market

Los Angeles, CA – May 15, 2008 – Orient Watch, Japan’s largest producer of mechanical watches today announced its official entry into the United States. With origins dating back to 1901, the company produces over 2 million pieces annually and is known throughout the world for its ability to deliver luxury features—such as the power reserve indicator—at 1/3 of the price of comparable brands.

“Orient’s economies of scale allow us to produce record-quality products at a fraction of the cost,” says Mark Kim, Chief Marketing Officer for PURI-TIME, Orient’s exclusive US distributor. “Our customers are paying \$300 for a \$1,000 automatic watch.”

With one of the lowest defect rates in the industry, and the rare distinction of producing all movements in-house, Orient is able to deliver a rare blend of quality, style, and value. “There is a niche out there for consumers who want an affordable, sophisticated watch but can’t afford to spend thousands of dollars,” said Kim.

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ABOUT ORIENT WATCH: Orient Watch has a sales network of over 70 countries worldwide and annual sales of nearly \$300 million. All movements are produced and used in-house.

**Orient Watch and PURI-TIME will be at JCK Las Vegas from May 30-June 3, 2008
Hall of Time, Booth 27049**

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Automatic Watch Samples (4 of over 80 available styles):



MSRP: \$600



MSRP: \$495



MSRP: \$210



MSRP: \$190