

PRESS RELEASE

FOR IMMEDIATE RELEASE

TEMPUS – THE TEMPLE OF TIME
Setting the World Stage for a New Revolution in the Movement of Contemporary Horological Art

- *Exclusive global launch pad for 2007 world premieres by Richard Mille, Ulysse Nardin and Urwerk*
- *Seven watchmaking houses present the TEMPUS ALL BLACK commemorative editions*
- *Only South East Asian stop for the prestigious Antiquorum Only Watch! exhibition*
- *New perspectives into the world of Swiss mechanical art, with the inclusion of Android Automatons by Francois Junod and luxury musical box manufacturer Reuge*
- *First-ever showcase of Argyle Pink Diamond Tender Preview in Singapore*

SINGAPORE, 6 June 2007: The Hour Glass set the clock ticking faster as it revealed more insights into its award-winning watch festival, **TEMPUS – The Temple of Time**. Set to create a new revolution in the watch world come 5th to 9th September, The Hour Glass has shifted **TEMPUS** into high gear in its persistent advocacy for the global movement of contemporary horological art.

Promising a second installment of unprecedented magnitude, **TEMPUS – The Temple of Time** has assembled close to double the number of exhibitors, compared to its inaugural show in 2004 – **TEMPUS – The Great Watchscapade**. More than 55 brands and trade partners, together with over S\$150 million worth of timekeepers, will greet the thousands of visitors expected at the five-day event, estimated to cost over S\$2.5-million to produce. **TEMPUS – The Temple of Time** will be held at the Raffles City Convention Centre in Singapore.

TEMPUS – The Temple of Time will bring a luxurious feast of multiple world-firsts and highly innovative watch premieres to captivate connoisseurs and enthusiasts alike: One-of-a-kind exhibits from Antiquorum's Only Watch 2007 Auction, magical wonders of mechanical music by Reuge, the unveiling of the world's first Museum of Contemporary Horological Art (MOCHA), a tender preview of the finest and rarest

Argyle pink diamonds, intriguing CEO plenary sessions and watchmaking workshops by Jaeger-LeCoultre and Glashutte Original, a fascinating exhibition of 400-Day-old torsion clocks, multiple world premieres of 2007 novelties by highly reputed houses such as Ulysse Nardin and Urwerk including a S\$4.0 million masterpiece by Richard Mille, special TEMPUS commemorative editions, and a photohorology competition to cap it. Demonstrations by master artisans such as Bulgari's dial-engraver, fine movement hand finishing by Audemars Piguet, and DeLaneau's miniature high-fired enamelling will also provide visitors with first-hand experience of the art and craft of fine watchmaking.

"We are elated by the tremendous show of support by our brand partners, global media and clients; and what we have revealed so far is only a peek into the exciting world of **TEMPUS – The Temple of Time**. The Hour Glass fundamentally believes that this second installment of TEMPUS will propel the movement of contemporary horological art forward, sparking a new revolution in global watch culture and consciousness," said Michael Tay, Executive Director of The Hour Glass.

Supported by the Singapore Tourism Board and the watch industry's top trade organisations, the Fondation de la Haute Horlogerie and the Federation Horlogere Suisse, as well as members of the Academie Horlogere des Createurs Independants and Time Aeon, **TEMPUS - The Temple of Time** will be part of a lavish line-up of exclusive events offered under *A Luxe Affair*, Singapore's premium lifestyle season this September and October.

Mr. S. Iswaran, Minister of State for Trade and Industry, Singapore, will be the guest-of-honour officiating the opening of the five-day mega watch event.

Antiquorum ONLY WATCH 2007

The world's largest specialist watch auctioneer, Antiquorum, partners The Hour Glass to showcase 35 one-of-a-kind masterpieces that combine rarity and exclusive know-how, commissioned by His Serene Highness Prince Albert II of Monaco. **TEMPUS – The Temple of Time** will be the only Southeast Asian stop of this worldwide tour, which includes New York and Geneva. The most prestigious names in the watchmaking world including Patek Philippe, Harry Winston, Richard Mille, De Bethune, Ulysse Nardin and Louis Vuitton, have donated a unique piece to raise funds for the research on Duchenne muscular dystrophy cause. The collection will be auctioned in Monaco in late September.

Rio Tinto Diamonds - Argyle Pink Diamond Tender Preview

Witness for the first time in Singapore, the showcase of Rio Tinto Diamonds annual Argyle Pink Diamond Tender at Glajz Collection Privée. Be dazzled as the alluring

beauty of 65 of the rarest and most exceptional pink diamonds from the remote north of Western Australia envelopes you. Slated to be sold later this year by special tender, these precious Argyle Signature Stones represent the finest and rarest collection offered in the world. A magnificent collection of fine jewellery created around the unique beauty and colour of these diamonds will also be exhibited.

Reuge – A dynasty dedicated to the magical wonders of mechanical music

Celebrating the art of mechanical music since the 14th century, Reuge will be presenting breathtaking pieces at **TEMPUS – The Temple of Time**. Be enthralled by the precision and sweet serenades from singing birds including the exquisite Emperor’s Nightingale, which will be exhibited for the first time in Singapore. Witness an extensive range of palm-sized musical boxes and table-sized stand-alone creations from the masters of musical mechanical art.

The TEMPUS All-Black Commemorative Collection

The Hour Glass presents eight **All Black** themed commemorative editions created to symbolise a unification of modernity, class and innovation. Be transfixed with these rare creations all poised to intoxicate the hearts of watch cognoscente the world over. (Refer to note to editors.)

PhotoHorology Competition

Participate in the TEMPUS Photohorology Competition and articulate time through the lenses. From 15th May to 31st July, members of the public are invited to share their point of view on time in two categories and themes - ‘The Watch’ and ‘Conceptualising Time’. Winners will have the opportunity to have their works displayed at **TEMPUS – The Temple of Time**, published in leading watch publication Revolution, and win SINN watches and top-of-the-range Canon cameras. For more details, log on to the official website of **TEMPUS – The Temple of Time** at www.thehourglass.com

CEO Forums & Plenary Sessions – Insights from Industry Insiders

Chaired by industry movers and shakers, including Thierry Stern from Patek Philippe, Jean Claude Biver from Hublot and George Henri Meylan from Audemars Piguet, these sessions will transport the audience directly into the little known world of haute horology, providing valuable industry insights and industry trends. Set to trigger debates on current topics and issues in world of the watchmaking, the sessions include talks and discussions on: “The Naked Truth – Behind the Evolution of the In-house Watch Movement and the Value and Utilisation of New Material Components in Watchmaking”, “21st Century Watch Design – Influences from Pop Culture and Urban

Industrial Design” and “The Birth of Contemporary Horological Art – Implications for the Watch Industry”.

Technical Artistry – Watchmaking is not as simple as it seems

Peek into a watchmaker’s atelier and be enthralled with the live manifestations of technical artistry by some of the world’s most respected watch-making houses. Unusual sessions include a live demonstration of miniature high-fired enameling by DeLaneau and dial-engraving by Bulgari.

Dial-engraving by Bulgari

Come witness the live demonstration by the Master Dial Engraver from Bulgari as he chisels a new look on five different gold dials to create five exceptional watches, all of which will be available for sale at **TEMPUS – The Temple of Time**.

Miniature High-fire Enamelling by DeLaneau

Termed as “The Geneva Technique”, this traditional 17th century skill delivers a remarkable work of art that requires dexterous fingers able to command intricate detailing. Witness one of only five master artisans in the world who is skilled in this fine craft.

World Premiere Presentation of the Richard Mille Planetarium-Tellurium

Be whisked back into a time when horology was fused with astronomy, mathematics and workmanship to create time-telling wonders. Richard Mille pays tribute to this period by unveiling for the first time ever the large clockwork driven Planetarium-Tellurium at **TEMPUS – The Temple of Time**. The most accurate of its kind ever made and taking seven years to develop, this creation marries completely new calculations with new solutions of complex gearing and a detent chronometer escapement.

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Released by Vibes Communications on behalf of The Hour Glass Limited. For more information on brand highlights, **TEMPUS – The Temple of Time** or The Hour Glass, please visit www.thehourglass.com or contact:

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NOTE TO EDITORS:

ABOUT TEMPUS ALL-BLACK COMMEMORATIVE COLLECTION

This year's TEMPUS commemorative edition will see a TEMPUS All-Black collection. Featuring outstanding pieces by seven brands, this year's theme focuses on the design and materials used to create this series. Watch enthusiasts can marvel the different textures of the monochrome colour apparent in the finished products.

The seven brands, which will be constructing All-Black piece/s from their signature collection, are Audemars Piguet, De Bethune, Hublot, Jaeger Le-Coultre, Richard Mille, SINN and TAG Heuer.

AUDEMARS PIGUET MC12 All Black

Hot on the heels of the Audemars Piguet's world-famous, Maseratic MC 12 roadcar inspired timepiece, comes the limited edition Black Millenary MC12 Tourbillon and chronograph. A gripping reinterpretation of its predecessor's powerful engineering and aesthetics, it comes with a luxurious black platinum case, which contrasts strikingly with red anodised aluminium bridges and red stitching on black crocodile leather strap. A transparent sapphire crystal caseback adds a touch of elegance to its ferocious façade and allows an unobstructed appreciation of the watch's exceptionally precise movement.



Available quantity: **One unique piece**

DE BETHUNE Big Power All Black

Power has never been more alluring. De Bethune's Big Power is a technical triumph and a beauty to behold. Donning a sportive look, it features the DB22 movement of the De Bethune "Power" series, with a patented new function which allows the speed's regulation of the winding system through the crown in the middle position. Set it in standard position for a quiet motion or in sport position for an active response.



Available quantity: **10 pieces**

HUBLOT Bigger Bang All Black

A prime example of Hublot's forte in combining Swiss tradition with 21st century watchmaking technologies, the Bigger Bang is the world's first Tourbillon Column-Wheel Chronograph with direct coupling on a flying tourbillon. A technical triumph and a ultimate status symbol, it is fitted with 33 rubies, a circular-grained right bottom plated decorated in black gold, topped by extremely unique bridgework.

Available quantity: **5 pieces**



HUBLOT Big Bang All Black

As its name implies, the Hublot "Big Bang" chronograph is all about power. Distinguishable by its impressively proportioned 44.5mm case, crafted entirely in black ceramic with alternating brushed and polished finishes, it is a powerful statement of top-notch engineering, exacting craftsmanship and inimitable style.

Available quantity: **50 pieces**



JAEGER-LECOULTRE Gyrotourbillon All Black

In the wake of the phenomenal success of Jaeger-LeCoultre's Gyrotourbillon series, the limited edition Gyrotourbillon is set to capture the heart of the most discerning collector. Featuring a unique case made of 18k yellow gold covered in black with a stunning black dial, this rare object of desire boasts a spherical tourbillon, equation of time, perpetual calendar, date/month/year retrograde indication and even comes with an eight-day power reserve!

Available quantity: **3 pieces**



RICHARD MILLE RM16

Embodying to perfection the hallmarks of Richard Mille's horological genius, this breathtaking masterpiece is the most eloquent expression of the master's impeccable craftsmanship and provocative design. Encased in special micro-sandblasted, titanium, it features skeletonised automatic winding movement with hours, minutes, date and adjustable rotor geometry. This exclusive design allows the wearer to optimise and personalise the movement's winding mechanism to suit both sporting and non-sporting environments.

Available quantity: **10 pieces**

SINN U1

If your life depended on it, the slightest margin for error is inadmissible. Introducing the Sinn U Series diver's watch! A technical marvel of unprecedented reliability, it features an exceptionally sturdy case made of German submarine steel, unparalleled in its remarkable resistance to seawater and anti-magnetic quality. The rotating bezel's minute scale for dive time reading is milled directly into the steel to guarantee safety, illegibility and accuracy. Tested by Germanischer Lloyd, the global authority in pressure testing of submarines, the Sinn U Series is the ultimate indispensable equipment for professionals and sports divers.

Available quantity: **250 pieces**

TAG HEUER Carrera Calibre 360 All Black

Delirious speed and ultra-precise engineering on your wrist – that's the Carrera Calibre 360 PVD distinction. The world's first ever 1/100th mechanical wrist chronograph, it features movement 10 times faster than the fastest movement in any watch. This technical wizardry is contained within a massive steel case with domed sapphire crystal, making it that much more desirable.

Available quantity: **10 pieces**

Picture not available at
press time



ABOUT THE HOUR GLASS

The Hour Glass is Asia's most geographically diversified, multi-brand, specialist watch retailer and most recently, voted by Wallpaper magazine's 2007 annual watch guide as Asia's premier specialist watch retailer as well as occupying a spot amongst the world's top 5. From a one-boutique operation in 1979, The Hour Glass Group has developed a regional network of 23 boutiques strategically located in prime shopping belts in Australia, Hong Kong, Japan, Malaysia, Singapore and Thailand.

The Hour Glass brand of hospitality, attentiveness and in-depth knowledge of sophisticated mechanical timepieces has ensured that its clients are provided with a delightful shopping experience that is both modern and unique. Through a continuous programme of market research, The Hour Glass' exquisite collection of brands has been specifically selected to meet the aspirations and lifestyle requirements of its regional clientele base.

In 2001, The Hour Glass was awarded the People Developer Award, certified by The Singapore Productivity and Standards Board, in recognition of its efforts towards implementing a comprehensive system for staff development. The Hour Glass is the first watch retailer to be awarded this certification of national quality. Again, The Hour Glass was honoured in 2002 as one of the top 14 winners of the inaugural Singapore Brand Awards by International Enterprise Singapore, naming it as one of Singapore's premier brands. In September 2006, the company won the Securities Investors' Association, investors choice award for "Most Transparent Company Award 2006"; this prestigious award is endorsed and supported by the Singapore Stock Exchange, Standard & Poors, PricewaterhouseCoopers, the Business Times & the Asian Corporate Governance Association. This was subsequently followed by being awarded the Brand Laureate for brand excellence in the fine timepieces category by the prestigious Asia Pacific Brands Foundation in January 2007. The Hour Glass is also an active member of the internationally recognized Fondation de la Haute Horlogerie (FHH) as well as a staunch supporter of the Academie Horlogere des Createurs Independants (AHCI) and Time Aeon, watch guilds aimed at preserving the traditional art of watchmaking.

In May 2002, The Hour Glass opened its first multi-brand boutique in Ginza, Tokyo's most prestigious shopping district and continued its regional expansion programme in 2003 where The Hour Glass expanded its Thai and Malaysian operations, opening a 2,000 sq ft flagship store in Gaysorn Plaza, Bangkok as well as a third Malaysian boutique at 1 Utama in Kuala Lumpur. More recently, The Hour Glass was appointed the sole agent and distributor for Montblanc in Australia and opened its first franchised boutique in Sydney in March 2004 followed by two others in Melbourne and one in Brisbane.

To celebrate its 25th Anniversary in 2004, The Hour Glass presented **TEMPUS – The Great Watchscapade**. **TEMPUS** was a five-day exhibition cum conference, the first and only event of its kind and scale in the world featuring a collection of watches valued at \$120 million coupled with over 150 hours of seminars and workshops aimed at enhancing the watch culture in Singapore. Over 50,000 visitors attended this watchfest. In 2005, **TEMPUS – The Great Watchscapade** won the “Best Retail Event of the Year” by The Singapore Retailers Association. Due to overwhelming demand, The Hour Glass will be bringing back **TEMPUS – The Temple of Time** to be held from 5th to 9th September 2007.

The Hour Glass has sold over SGD 6.5 billion (CHF 5.2BN) worth of watches in its 28-year history.

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