

Mondaine unveils exciting new watches for fall 2009

Mondaine, the Official Swiss Railways Watch and one of the most successful affordable Swiss watch brands on the market today, unveils several exciting new timepieces for fall.

Revolutionary Timing.



The EVO collection – one of the most popular series for Mondaine – now has a new-sized sibling. In answer to consumer demand, the brand unveils the slightly larger 38mm size – in several styles. Heretofore, the brand had only offered a 26mm and a 30mm with date for ladies, and a 35mm for men. The new EVO 38 mm is offered in standard form. The watch is crafted in steel with a curved mineral crystal. The dial is white with black leather strap and the iconic signature red seconds hand.. Suggested retail \$175 retail, Day-Date version \$195.-.

Mondaine. holds a unique position in the world market. This brand represents affordable luxury, with retail prices ranging from \$195 to \$600. The

timepiece design is distinct, clean and immediately identifiable thanks to its signature red seconds hand, which also offers superior legibility. This is a superb selling point for retailers and a high-demand feature for consumers. The timepieces are crafted of high-quality materials and are Swiss made. Mondaine Watch Ltd. – creator of the official Swiss Railways Watch collection, licensed by the “Swiss Railways SBB” – launched just over 20 years ago. It represents the consumers’ version of the Swiss Railways Clock. In Switzerland, 3,000 of these famous Swiss clocks have indicated the precise time at all Swiss train stations for more than 60 years.

All Mondaine watches are accompanied by a two-year guarantee, are Swiss-made, and backed by the Mondaine International Service Network (MISO). Available from professional, authorized Mondaine watch dealers.

Time

- Movement Ronda quartz 513
- Stainless steel case Ø 38 mm
- Water resistant tested to 3 ATM
- Black or red genuine leather strap 20 mm
- Origin Swiss Made
- Mondaine reference number
A660.30344.11SBB black strap
A660.30344.11SBC red strap

Day-Date

- Movement Ronda quartz 517, Day date at 3 o'clock
- Stainless steel case 38 mm
- Water resistant tested to 3 ATM
- Black genuine leather strap 20 mm
- Origin Swiss Made
- Mondaine reference number
A667.30344.11SBB