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A Highly Personal Launch of MILUS

JW Marriott Hotel, The Third Floor Restaurant, 08 July 08

On 08 July 2008, Malaysia will soon be the stage of grand news from MILUS, an exceptional luxury Swiss brand. MILUS officially introduced their collection at a press conference hosted by PACIFIC TIME, the exclusive distribution partner for the Southeast Asian region including Singapore, Malaysia, Thailand and Indonesia. Held at the luxurious The Third Floor restaurant at JW Marriott Hotel in Kuala Lumpur, the press conference provided a perfect opportunity for the attendees to view the MILUS products and become familiar with the exquisite timepieces.

The spotlight turned to the exquisite enamel collection of MILUS when evening fell. A group of Visa Platinum members was exclusively invited to private dinner hosted by Milus and Cortina Watch, in association with Visa, to preview the limited Herios Triretrograde Seconds Skeleton Enamel collection. This collection first debuted in BaselWorld 08 and is limited to 18 sets around the world. The private event saw an attendance of 50 invited timepiece aficionados and collectors, with an invitation to embark on a journey of self-discovery.

The evening started off with a welcome addresses by Mr Teh Soon Kheng, General Manager of Cortina Watch, followed by a personal message from Mr Jan Edocs, CEO of Milus who had flown in to grace the launch personally. "With its innovative collection of timepieces, Milus is all about being personal, the brand embodies artistry, creativity and precision, and the Milus wearer is not one who follows trends, but remains true to oneself", said Mr Edocs.

To capture this philosophy, MILUS created a unique photography showcase featuring the MILUS ambassadors who are hand-selected artistes and personalities from around the world, photographed with their eyes closed. The portraits capture emotion and personal expression, with the personalities being selected by Milus for their spirit of individuality and creativity, and for being true to themselves. These highly personal photographs included portraits of gifted singer and artist from Moscow, Inna Malikova and her brother composer-pianist-singer from Moscow, Dmitry Malikov.

<Visa rep> also welcomed the guests and thanked MILUS and Cortina Watch for the partnership in hosting the private dinner for their esteemed members. The Visa Platinum members had the opportunity to be the first in Malaysia to preview the exquisite timepiece collection that evening. Jan Edocs, President and CEO of MILUS International SA presented the collection true to the brand's philosophy in a highly personal way. To celebrate and honour this further splendid milestone of the brand, Mr. Edocs officially unveiled the breathtaking limited editions and explained in detail the stunning and ancient art of enamelling among other specially flown in exquisite models. Models paraded with the exquisite timepieces in a graceful ensemble and they were brought up to the guests for an up close and personal experience as well. It was an even greater honour that the enamel artist for this truly amazing collection, specially flew in to demonstrate the intricate and beautiful enamelling craftsmanship.

The evening came to a full swing with live jazz music and a pleasant surprise awaited the guests at the end. MILUS and Cortina Watch presented the guests with an opportunity to own a personalised MILUS Herios Triretrograde Seconds Enamel watch that bear the design of their choice on the enamel dial. These watches would be hand-crafted based on the enamel artist's interpretation of the design choice and delivered in the next six to nine months to the guest.

With this invitation to own a "Highly Personal" watch, it is no wonder the guests departed with personal memories of a luxurious dinner, and a glimpse into the exclusive world of Milus.

ABOUT MILUS

Milus was founded in 1919 by Paul William Junod, in Bienne, Switzerland. Inspired by the proud watchmaking culture which surrounded him, Junod sought to create a brand of timepieces which embodied eternally appealing aesthetics and a lasting heirloom level of quality. Each Milus timepiece is a symbiosis of technique and emotion, a creation of enduring beauty which celebrates the passion residing within each individual. The splendid Milus watch collection comprises a diverse range of models for both men and women which showcase horological specialties or sublime expressions of the jewelers art. Under the current guidance of CEO Jan Edöcs, Milus timepieces continue to fulfill the dream of the company founder. As a testament to its significance, the Milus brand was selected in the year 2000 for inclusion in a special edition dedicated to "The 50 brands of the Swiss watch industry in the 20th Century".