

BULOVA

To our customers:

You may have noticed that we recently updated our logo, refreshing our graphics and changing our use of the tuning fork symbol to emphasize its proper place in our history. This renowned corporate icon will be featured on the dials of our new Bulova Accutron II exclusively, and will no longer appear on Bulova or Bulova Accu•Swiss dials.

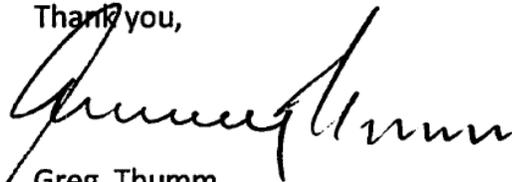
A proud symbol of Bulova's leadership in technology, the tuning fork initially signified the revolutionary tuning fork movement of Accutron, the world's first fully electronic watch. Our new Bulova Accutron II brand, like the original Accutron, is powered by a highly accurate electronic breakthrough, the Precisionist-class quartz movement, and features a continuously sweeping floating second hand. As the logical successor to the Accutron tradition, only Bulova Accutron II will include a tuning fork on its dial, emphasizing the meaning of the symbol itself.

To continue honoring this important symbol of the Bulova story, the tuning fork will continue to function as a corporate icon, appearing on Bulova and Bulova Accu•Swiss crowns, buckles and casebacks, unless the design makes it impractical.

In our efforts to sharpen brand equity and tell a consistent story through design and technology, we have also tightened the scope of each collection. For our high-performance Marine Star, this has meant limiting the name and the special Marine Star logo to those watches that, like the original Marine Star, are dive watches or offer style notes consistent with a dive watch. Existing models that did not meet that design standard have been moved to the general Bulova collection and have had the Marine Star logo removed.

Please be assured that every Bulova timepiece purchased from an authorized dealer should be completely authentic and that each of our brands will continue to provide the reliable blend of design and technology expected by our loyal and valued customers.

Thank you,



Greg Thumm
President