



FJ BENJAMIN

**F J BENJAMIN LANDS EXCLUSIVE DISTRIBUTOR RIGHTS
FOR PRESTIGIOUS DEWITT TIMEPIECE
IN SOUTHEAST AND NORTH ASIA**

SINGAPORE, 22 March 2010 – F J Benjamin, Singapore’s leading lifestyle group, today announced that it has secured the exclusive rights to distribute DeWitt timepieces, rated among Switzerland’s most prestigious and technologically-advanced timepieces.

Nash Benjamin, CEO of F J Benjamin Holdings, signed the agreement during BASELWORLD 2010 with Nathalie Veysset, CEO of Montres DeWitt S.A., in the latest deal which will give the Group a long-term exclusive distributorship in both Southeast and North Asia, including Singapore, Malaysia, Indonesia, Thailand, the Philippines, Hong Kong, Macau, Taiwan and South Korea. The agreement takes effect from 1 May 2010.

Although a relatively new brand, having only just debuted at BASELWORLD 2003, DeWitt has quickly established itself as a leader in mechanical watchmaking with its innovative horological complications. Barely two years into the business, DeWitt caused a stir at Basel when it won first prize in the “Innovation” category in the 2005 Geneva Watchmaking Grand Prix with the “Academia Tourbillon Différentiel” which combines a tourbillon complication, alongside a patented spherical differential system.

The award sealed DeWitt’s reputation for fine craftsmanship and made its limited series luxury watches, with its unmistakably distinctive “Imperial Columns”, highly sought-after by international watch aficionados.

Highlights of DeWitt timepieces includes the “Academia Quantième Perpétuel GMT Nebula”, which sees the pairing of a Perpetual Calendar with the GMT function, the “Academia Tourbillon Force Constante à Chaîne”, the “Academia Tourbillon Haute Joaillerie” that showcases beautiful gem-settings for the ladies, the “Academia

Répétition Minutes”, and the “WX-1” – both a concept watch and contemporary *objet d’art*.

The brand’s eponymous founder, Jérôme de Witt, who stepped down as CEO in October 2008 to become the brand’s global ambassador, has an aristocratic background and a family history of watch collecting.

He is a fifth generation direct descendent of Jérôme Bonaparte, Emperor Napoleon Bonaparte’s brother, whose passion for watches spawned an extraordinary collection. Jérôme de Witt’s grandfather, King Jerome of Westphalia, was also interested in watchmaking, while another of his descendants, Caroline Murat, was reportedly the first woman to sponsor the design of a wristwatch.

Nash Benjamin, CEO of F J Benjamin Holdings, said, “We are very honoured to be appointed exclusive distributor to the DeWitt collection. Although DeWitt has only just entered the global timepiece industry in recent years, it has since established a reputation for passion and perfection in watch making.

“Asia, in particular North Asia, is one of the fastest growing markets for luxury timepieces, and we know many collectors are eagerly awaiting a collection like DeWitt’s, that combines tradition with innovation and horological excellence.”

Nathalie Veysset, CEO of Montres DeWitt S.A., said, “It is a great honour and a major step forward for our brand to enter in such a solid partnership with the F J Benjamin Group. Our respective philosophies and perception of luxury match perfectly, and we are all the more delighted that the Group has recognized our commitment towards quality. We always and only deliver watches made from A to Z by a single and dedicated master watchmaker, who takes true accountability and great pride in his work by signing each piece he creates.”

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About F J Benjamin Holdings Ltd (www.fjbenjamin.com) – F J Benjamin Holdings Ltd is a leader in building brands and in developing retail and distribution networks for international luxury and lifestyle labels across Asia. Its portfolio includes fashion and lifestyle brands like Banana Republic, Celine, Gap, Givenchy, Guess, La Senza,

Raoul, Sheridan, and timepiece brands such as Bell & Ross, Chronotech, DeWitt, Girard-Perregaux, Guess?, Gc, Marc Ecko, Nautica, Rado and Victorinox Swiss Army. It also has an interest in St James Holdings Ltd.

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