

IWC's Big Pilot Limited Edition watch available exclusively at Ace Jewelers.
35th anniversary of Ace Jewelers celebrated with a unique Big Pilot Perpetual Calendar.

Amsterdam, 5th of January 2011 - To celebrate Ace Jewelers' 35th year presence in a unforgettable way, IWC authorized Ace Jewelers to sell the IWC Big Pilot Perpetual Calendar Limited Edition (IW502618) exclusively in the Benelux and Scandinavia Regions. Only 250 models will be available for purchase in all international IWC boutiques, and Ace Jewelers has the honor to be a proud retailer of five of these watches at Ace & Dik, Ace & Spyer and the Ace eBoutique. In addition to this, Ace Jewelers will present the watch to their future owners in a specially designed SwissKubik watch winder. The orange stitching of the black leather winder matches the orange accent found on the limited edition watch. The winder is personalized with: the Ace-logo, the founding year, the anniversary year and the individual limited edition number of the set, numbered 1/5 through to 5/5.

Big Pilot Calendar

Founded in 1868, International Watch Company (IWC) produced one of the first anti-magnetic pilot watches in 1936. The movement was not only protected against magnetic fields, but also extreme temperature differences, and variations in pressure. Presently, 84 years later, IWC launched a new Pilot's watch: the automatic Big Pilot Perpetual Calendar Limited Edition, in stainless steel, with orange accents and a patented perpetual calendar.

Strong partnership

IWC designed this 'boutique only' special edition solely for the IWC boutiques all around the world, but for the 35th anniversary of Ace Jewelers, IWC made an exception. CEO of Ace Jewelers Alon Ben Joseph: 'We are proud owners of two IWC shop-in-shops in Amsterdam and a digital IWC eCorner on our website, and therefore have a very strong partnership and friendship with IWC. IWC supplied us five of these amazing watches, so we could celebrate this milestone in a unique way. It is very special that we have the exclusive right to sell this model in the joint Benelux and Scandinavian Region.'

Patent

The Big Pilot Perpetual Calendar characterizes itself by the black leather strap with orange stitching, the satin finished stainless steel case and the patented IWC manufacture perpetual calendar movement. Alon Ben Joseph: 'What makes this combination so unique, is that: Not only did IWC launch one of the first anti-magnetic watches in the 1940s but also assisted pilots with an essential instrument in the cockpit. In 1985, IWC launched the patented Perpetual Calendar movement, which is programmed till the year 2500. The Big Pilot with reference IW502618 has 7 days power reserve and the dial displays the moon phase, the month, the date, the day and year in four digits. The rotor of the IWC Big Pilot Perpetual Calendar Limited Edition is personalized with the following engraving in the rotor: Limited Edition 2010.'

Ace Jewelers

Ace Jewelers is a family company founded by David Ben Joseph in 1975. Father David runs Ace & Spyer Jewelers on Koningsplein 1 and son Amir runs Ace Trends in the Leidsestraat 21, both in the centre of Amsterdam. Since 2003, Alon Ben Joseph runs Ace & Dik Jewelers on the Van Baerlestraat 46 and was the founder of their online eBoutique AceJewelers.com. The unique IWC Big Pilot Perpetual Calendar Limited Edition is also available online via the direct link: www.ace.am/iw502618.

Not for publication:

For additional information or HiRes images of the watch and/or Ace Jewelers, please contact: Ms. Esther Zoutman, Marketing Manager Ace Jewelers Group, esther@acejewelers.com, mobile: +316427 269 38, or during office hours: +31205711562.