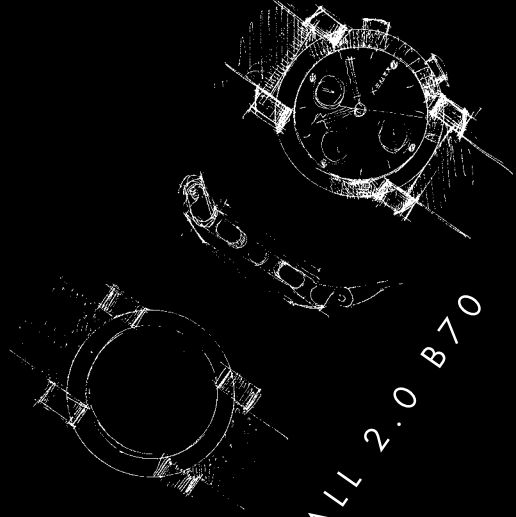


PERFECT SWISS TIME, WORLDWIDE

INVITATION BASELWORLD
3 - 10 APRIL 2008

PERFECT SWISS TIME

BASELWORLD HALL 2.0 B70





S W I S S . W A T C H

XEMEX

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Progressive, racy and brilliant white

IVORY XE 5000 Chronograph

The XE 5000 IVORY is distinguished by its streamlined design, its circular case made of brushed stainless steel and its form, unique in the world of watches, all of which make it a stylish, dynamic timepiece. With a diameter of 44 mm, the case is powerful and imposing. The characteristic Xemex lugs break into the perfect sphere of the curved bezel; the crown is recessed in the convex case. The chronograph functions are not intended to be decorative accessories; they are meant for active use, for recording every second as it flashes by.

The brilliant white dial of XE 5000 IVORY is a real eye-catcher. The black surrounded white luminova hour and minute hands and the highlighting silver timer displays are a perfect contrast. One ingenious detail is the tachometer scale, the red markers and indices of which are integrated into the sapphire crystal. The eye is drawn to the bright red speed indicator located at the center of the dial.

The SWISS MADE Automatic movement guarantees technical perfection and reliability. This impressive watch is held in place by a white rubber strap, appealing for its perfect wearer comfort and flexibility.

The racetrack is not its only territory – worn on the wrists of speed-loving men and women, the XE 5000 Chronograph adds style and dynamism to everyday life.

We would be very happy to show you the new XE 5000 IVORY and other latest models during a personal consultation at Baselworld and welcome you to our **Xemex booth B70 in Hall 2.0** from April 3rd to April 10th.

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