

RAYMOND WEIL ANNOUNCES ITS SPONSORSHIP AS THE OFFICIAL TIMEPIECE OF PRUDENTIAL CENTER

Swiss watch brand RAYMOND WEIL announces their sponsorship as the official timepiece of Prudential Center in Newark, NJ beginning October 2014. This will be the first sponsorship of its kind for the Brand in North America.

As the official timepiece, RAYMOND WEIL will have onsite branding, a digital countdown clock on the arena's website PruCenter.com and fed through pre-concert interaction via social media. The countdown clock will mark the days, hours, minutes leading up to each upcoming music event. In addition, a RAYMOND WEIL limited edition clock will be featured in each of the executive suites throughout the property.

A constant source of inspiration for the family, music and the arts play an integral role in the Brand's precision and craft. RAYMOND WEIL celebrates this passion through its collection names, artist inspired limited edition timepieces, support of music charities, sponsoring of emerging talent and partnering with some of the world's most iconic music venues.

RAYMOND WEIL chose to partner with Prudential Center because of their support and dedication to a great variety of musical artists. In recent months, Prudential Center has held concerts for legendary artists and bands such as The Eagles, Aerosmith, Rascal Flatts, Fleetwood Mac and Katy Perry.

"We are delighted to be partners with the iconic Prudential Center," says Elie Bernheim, RAYMOND WEIL CEO. "Music has always been an integral part of our brand. Musicians are a countless source of inspiration for us. There is such a synergy between great watchmaking and a great work of music. Prudential Center is the perfect fit because of the caliber of artists that perform in their state-of-the-art arena every year. Just as RAYMOND WEIL offers unique and quality timepieces, Prudential Center provides unique and quality entertainment."

"As a world-class entertainment destination, music is an important part of our identity and delivering one-of-a-kind moments at concerts is what makes us tick," added Prudential Center CEO Scott O'Neil. "We are thrilled to partner with RAYMOND WEIL, an industry leader with music at its core, as we work together to bring the emotion and excitement of the arts to the millions of guests that walk through our doors each year."

Prudential Center, which opened in October 2007, welcomes two million guests through 200 events annually. In 2013, the state-of-the-art destination was ranked the third highest-grossing arena in the United States and the ninth highest in the world by Venues Today.

Notes to Editors:

RAYMOND WEIL

Founded in Geneva in 1976, RAYMOND WEIL is one of the last remaining Swiss independent family-owned and family-operated watchmaking companies. Based in Geneva, home of Switzerland's most prestigious watchmakers and of the industry's

topmost expertise in component and material supply, the Brand enjoys a unique position in the exclusive world of luxury with a collection of refined timepieces that embody an elegant and contemporary blend of elements inspiring emotions with both customers and partners.

Music has always been at the centre of the RAYMOND WEIL universe. This is borne out by the names of the Brand's collections — taken from famous operas such as *nabucco* and *parsifal*, or with musical connotations, such as *maestro* or *jasmine* — and the various musical partnerships RAYMOND WEIL has signed with some of the most recognized concert halls, exclusive music awards ceremonies, live music platforms and music-related charities.

Emotions, precision, performance: these are the values common to music and watchmaking that RAYMOND WEIL wishes to share with its clients.

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