



**NakedWatch®**

*Skeleton Watches*

**FOR IMMEDIATE RELEASE:**

***The NakedWatch Company Introduces Two New Hunks***

**Aspen, CO (April 2, 2007)** - The NakedWatch Company announces the launch of two new male models to its industrial line of skeleton watches.

**Magnus** features a bold square stainless steel case with bezel screws, strong Roman numerals and steel or blue hands over a 21 jewel automatic mechanical movement. Magnus comes with either a black or brown genuine leather strap.

**Malcolm** features a subtle barrel stainless steel case with bezel screws, sharp Arabic numerals and steel or blue hands over a 21 jewel automatic mechanical movement. Malcolm comes with either a black or brown genuine leather strap.

Magnus and Malcolm are available in the U.S. and Europe via the Company's Web site and at select watch boutiques. Each is offered at \$289.00(USD).

Founded in 2001, the NakedWatch Company is a boutique watch maker that focuses exclusively on skeleton watches, blending old world craftsmanship with contemporary styling. Both men's and women's timepieces incorporate pure, clean and "Naked" movements that are environmentally friendly and affordable. The NakedWatch Company's vision is to develop quality skeleton watches that expose the beauty of pure watch movement and make a bold style statement. For more information, visit the company's Web site at [www.NakedWatch.com](http://www.NakedWatch.com).

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