



NakedWatch®
Skeleton Watches

FOR IMMEDIATE RELEASE:

The NakedWatch Company Exposes its Dark Side at JCK Las Vegas

Las Vegas, NV, June 1, 2007 (JCK - Las Vegas 2007) - The NakedWatch Company announces the launch of its new Signature Series line of skeleton watches at JCK Las Vegas. The Signature Series is a limited production series of numbered cases with unique features not previously seen on the existing line of watches. The first two watches in the Signature Series are the Saratoga and Monaco.

Saratoga features a striking black Ionic Plated (IP) round stainless steel case with bezel screws, screw stop function buttons, a thin stainless dial and stainless hands over a multi-function 21 jewel automatic movement. The Saratoga comes with a custom black IP stainless steel bracelet with deployment buckle and safety clasp. Inspired from a recent visit, the Saratoga symbolizes the flare and natural movement of racing horses, the purity of Saratoga's renowned mineral springs, and the toughness of the historic American Revolution Battle of Saratoga.

Monaco features a racy black Ionic Plated (IP) barrel stainless steel case with bezel screws, a black dial with sharp Arabic numerals and black hands over a 21 jewel automatic movement. The Monaco comes with a soft black rubber strap with deployment buckle and safety clasp. Inspired by the famous Grand Prix, the Monaco appears ready to scream around the track, transporting the agility and excitement of the Grand Prix directly onto your wrist.

The Saratoga and Monaco will be available in the U.S. and Europe immediately following JCK Las Vegas 2007. The watches will be available from the company's Web site and select watch boutiques, priced at \$479.00 and \$379.00(USD), respectively.

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.

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