

BULOVA

**Bulova Partners with Musical Icon Nile Rodgers
Celebrates 40th Anniversary of CHIC's Global hit "Le Freak"
With Special Edition Timepiece**

In Support Of We Are Family Foundation

FOR IMMEDIATE RELEASE

New York, NY (October 24, 2018) – Bulova is proud to partner with three-time GRAMMY® Award winner, Nile Rodgers, in celebration of the 40th anniversary of CHIC's global hit "Le Freak" with the unveiling of a Special Edition 'We Are Family' timepiece. The celebratory timepiece is in collaboration with Nile Rodgers' "We Are Family Foundation," with a percentage of sales from the timepiece donated to their noble initiatives.

Bulova's partnership with We Are Family Foundation comes naturally through the brand's relationship with its founder, Nile Rodgers. Earlier this year, the brand announced Rodgers as the campaign mentor of the brand's *Tune of Time* music program. Rodger's role in the collaboration consists of guiding up-and-coming artists through their musical journeys and successes. In celebration of the legend, his philanthropic endeavors, and the iconic hit song, Bulova has unveiled a Special Edition timepiece that serves as another memento in Bulova's rich history of musical appreciation.

The Special Edition 'We Are Family' timepiece is offered in stainless steel with black IP and a black nylon strap. Highlighted on a 40mm dial is a black record cut pattern with white printed signature of Nile Rodgers. In keeping with its musical inspiration, the dial also features a wood grain decoration resembling the neck of a guitar. The pieces case back exclaims "LE FREAK C'EST CHIC! – FO40" to commemorate the timepieces muse, Nile Rodgers. Complete with the WAFF logo on the inner ivory contrast of the strap, the timepiece pays subtle tribute to the brand's passion for music.

The Special Edition 'We Are Family' timepiece will retail for \$295 on Bulova.com.

About Bulova

Founded by Joseph Bulova in 1875, Bulova remains an iconic brand at the forefront of today's timepiece industry - forever pursuing a profound history of firsts.

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Headquartered in New York City, with eight international offices and distribution in 65 markets, Bulova's distinguished portfolio includes Bulova, Caravelle, Wittnauer watches, as well as licensed Harley-Davidson® Timepieces by Bulova watches, Frank Lloyd Wright® Collection watches and clocks, and Bulova Clocks. Today, Bulova is driven by the same principles of craftsmanship, innovation and technology that inspired their founder more than 140 years ago. Committed to advancing the art of watchmaking with extraordinary design, exclusive high-performance technology and enduring quality that upholds a tradition of excellence and meets the needs of today's global consumer. For more information, visit www.bulova.com.

About Nile Rodgers

Among music legends, Nile Rodgers is truly exceptional. He amplifies his legacy as a multiple GRAMMY-winning composer, producer, arranger and guitarist by constantly traversing new musical terrain and successfully expanding the boundaries of popular music. As the co-founder of CHIC and the newly elected Chairman of the Songwriters Hall of Fame, Rodgers pioneered a musical language that generated chart-topping hits like "Le Freak". Nile Rodgers transcends all styles of music across every generation with a body of work that's garnered him inductions into the Rock & Roll Hall of Fame (2017) and the Songwriters Hall of Fame (2016). Most recently, he was appointed as the first ever Chief Creative Advisor for the legendary Abbey Road Studios. His work in the CHIC Organization and his productions for artists like David Bowie, Diana Ross, and Madonna have sold over 500 million albums and 75 million singles worldwide while his innovative, trendsetting collaborations with Daft Punk, Avicii, Sigala, Disclosure, and Sam Smith reflect the vanguard of contemporary music. Nile Rodgers & CHIC will be releasing their first new album in 25 years, "It's About Time" on September 28, 2018.

About We Are Family Foundation

We Are Family Foundation is a not-for-profit organization founded by legendary musician Nile Rodgers and is dedicated to the vision of a global family by supporting and creating programs that promote cultural diversity while nurturing and mentoring the vision, talents and ideas of young people globally who are positively changing the world. For more information visit wearefamilyfoundation.org.

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