





**THE NOW AND HAPPENING,
THE EXTRAORDINARY AND HIP,
THE SYMBOLS AND SIGNS: INNOVATION**

A steel collection like no other one has made an impact in a market craving for fresh impulses, new ideas, convincing perspectives. In the business year 2005/2006, a special team has further developed and established this innovative concept targeted exclusively at young and fashion-conscious men. Incorporating key elements of the successful watch collection – an eclectic mix of materials blending steel with e.g. leather and rubber as well as a unique design focused on a feel of high-tech – Carrera Steel with its overall masculine appeal is destined to instantly become a favorite accessory for the pop-culture-driven fashion of today's as well as tomorrow's youth markets.

In the new business year, the collection will go through a refinement process, keeping it in sync with the fast pace of trends and at the forefront of "cool". An extended collection is being prepared for a 2007 launch in Basel, while the distribution is constantly being expanded in line with the special requirements for such a cutting-edge concept.





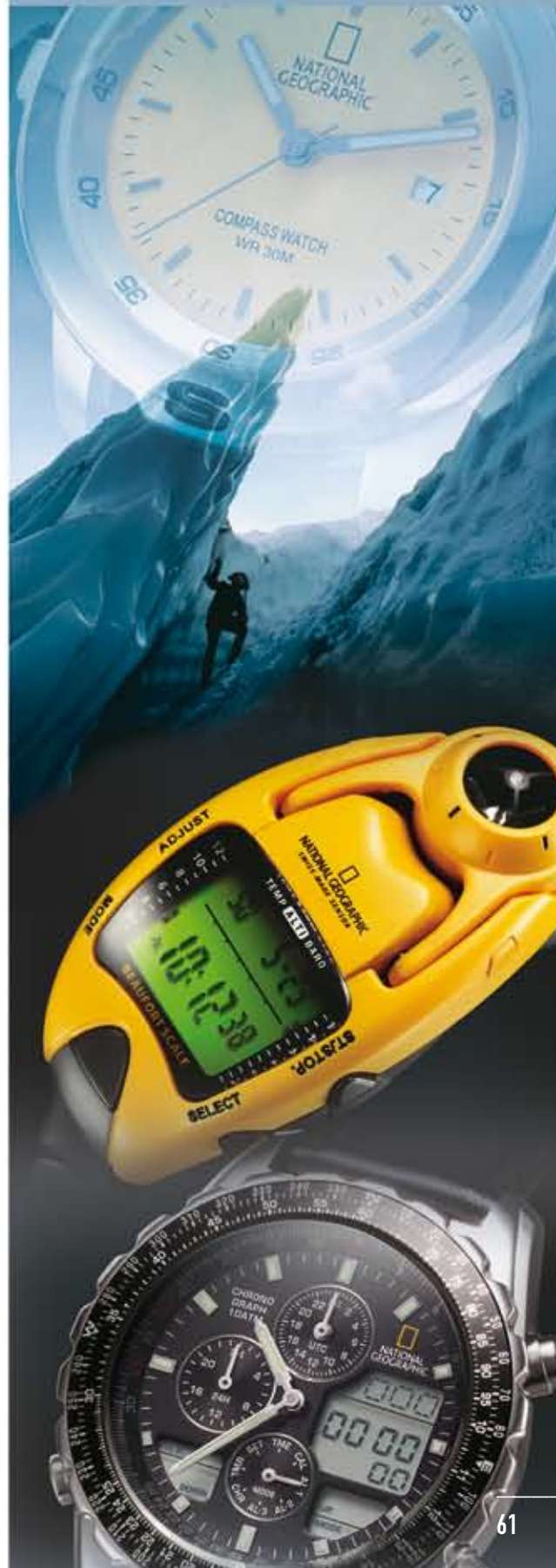
THE KNOWLEDGE, THE EXPERIENCE, THE AUTHENTICITY: **PROFESSIONALISM**

The National Geographic Society is the world's largest nonprofit scientific and educational organization, founded in 1888 for the increase and diffusion of geographic knowledge.

Following the paths of this mission, EganaGoldpfeil has developed a watch collection engineered to meet the specific demands of explorers, adventurers, photographers, world travelers, and outdoor enthusiasts. The National Geographic collection offers professional timepieces, combining style and technology for those who seek true functionality.

The unique National Geographic Watch Collection is inspired by over a century of exploration and discovery. The collection highlights include radio-controlled, solar-powered, multi-function and performance styles for those who look for more than time-keeping. Born in the USA, the National Geographic collection of timepieces is designed to conquer the world.

Following a refinement of the collection as well as an extension of the distribution in the U.S. in the business year 2005/2006, the new business year will see an expansion of National Geographic Watch into new territories.





THE SECONDS, THE MINUTES, THE HOURS: MOMENTS

Dugena is one of the very few German watch brands that can look back on a long tradition. The brand's roots go back to 1917. Dugena over the years grew to one of the most important companies in Germany, its watches became symbols of modern lifestyle and traditional quality.

In the business year 2005/2006, Dugena presented a new collection clearly structured into lines covering segments as diverse as "sporty fashion" and "traditional mechanics." This variety is rooted in Dugena's democratic appeal to watch-making: Affordable watches that continue to live up to the aspirations of their long history to the present day. Providing quality and quality moments at the best price proved to be the right strategy at the right time. An increase in sales and even an extension of the distribution in Germany were achieved.

In the new business year, an update of the collection as well as above- and below-the-line marketing measures will assure continued organic growth – in line with the attributes Dugena will be associated with well into the future: Honesty. Excellence.




DUGENA



1861





JUNGHANS

GERMANY. SINCE 1861

THE TRADITION RESTORED, THE TECHNOLOGY REFINED, THE WATCH RESET: RENAISSANCE

October 29, 2005, Offenbach on the Main, in the Event Hall of the EganaGoldpfeil Group's European headquarters: More than 300 guests representing specialized retailers, key accounts, and the press in Germany witness the spectacular rebirth of a brand. Cheers, applause, congratulations ensue – the “new” Junghans is once again the talk of the trade.

In the business year 2004/2005, Junghans has gone through a major transformation worthy of the many milestones in the brand's long history: “From Tradition to Future” was the motto for a voyage that took Junghans to the core of the brand's values and to completely new levels at the same time.

The new collection takes all aspects of Junghans and unites them through a concept as concise as it is multi-dimensional. The “1861” line boldly reaches into the high-price segment of the market, offering exclusive movements, exciting details and an overall classic design. With the “Avantgarde” line, Junghans pays respect to the radio-controlled technology it has contributed to develop and establish – and here the challenge of marrying cutting-edge technology with traditionalism is mastered with results nothing short of spectacular: The “Worldtimer” – limited to 500 pieces per year – premieres the first analogue multi-frequency radio-controlled movement and is crafted almost entirely by hand.

