

CARAVELLE BY BULOVA WIN A WATCH GIVEAWAY

RULES AND REGULATIONS

1. Eligibility: The Caravelle By Bulova Win A Watch Giveaway (the "Promotion") begins at 12:00:00 AM Eastern Standard Time (EST) on September 1st, 2013 and ends at 11:59:59 PM EST on September 30th, 2013 (the "Promotion Period"). The Promotion is open to legal residents of the United States (50 states and District of Columbia, but specifically excluding the territory of Puerto Rico) and to legal residents of Canada who are residing in Canada (but excluding residents of Quebec) who are eighteen (18) years old and over as of the date of entry. Employees of Bulova Corporation ("Sponsor"), Wittnauer International LLC, and each of their parent companies, subsidiaries, affiliates, agents, advisors, advertising and promotion agencies, retail jewelry/watch accounts, official judges and members of the immediate families and households of each (collectively "Sponsor Entities") are not eligible to enter, participate or win. This Promotion is governed by U.S. law and is subject to all applicable federal, state and local laws and regulations. Void where prohibited or restricted by law. By participating in or entering this Promotion, each entrant unconditionally agrees to be bound by and accepts these official rules (the "Official Rules") and the decisions of the Sponsor as binding and final in all respects.

2. How to Enter: To enter the Promotion, log onto Caravelle Bulova's Facebook page with a valid Facebook account, located at <http://www.facebook.com/CaravellebyBulova>, become a fan of the page, and register by providing all information requested on the Bulova Win A Watch Application. All entries must be received by no later than 11:59:59 PM EST on September 30th, 2013, and must be completed in their entirety to be eligible for entry into the Promotion. Entries can only be submitted online via the Bulova Win A Watch Application on Facebook. Limit one (1) entry per person during the Promotion Period. Entries by third parties, commercial or automatic sweepstakes entry services, scripts, bots, macros, or users in possession of multiple Facebook identities are prohibited. Any entry received by the aforementioned methods will be deemed ineligible. All entries become the property of Sponsor and will not be returned. Sponsor assumes no responsibility for lost, late, damaged, misdirected, illegible, ineligible, or incomplete entries.

3. Winner Selection: One (1) eligible entrant who registers on the Caravelle By Bulova Win A Watch application on the Caravelle By Bulova Facebook page at <http://www.facebook.com/CaravellebyBulova> will be selected as a potential winner by October 14, 2013. Odds of winning depend upon the total number of eligible entries received. Potential winner will be notified by email within one week of the selection of the

potential winner and will be required to sign and return an Affidavit of Eligibility and Release of Liability/Publicity within 30 days of initial notification or that potential winner will forfeit the prize and a new potential winner will be chosen from among the remaining eligible entries. Acceptance of a prize constitutes irrevocable consent to the use of his/her voice, name, likeness, biographical information and/or photograph by Sponsor for promotional or advertising purposes in connection with the Promotion, in any and all media worldwide, including, without limitation, in print, TV, radio, cable, satellite and online promotions, without limitation, restriction, condition, notice, review, approval or additional compensation, except where and to the extent prohibited by law.

4. Prize: A total of one (1) prize will be awarded, consisting of one (1) Caravelle By Bulova Watch, selected at the discretion of Sponsor. Approximate retail value ("ARV") of the prize: \$75.00- \$300.00 USD. The prize will be delivered free of charge. No redemption, substitution or transfer of the prize permitted. Each winner is responsible for all taxes associated with the acceptance and use of the prize.

5. Limitation of Liability: By entering this Promotion, participants agree to release Sponsor and Sponsor Entities from any liability arising from any injury, death, loss or damage of any kind resulting from or in connection with entrance and participation in this Promotion, or the awarding, acceptance, possession, use or misuse of the prize or portion thereof awarded in connection with this Promotion. By entering, you also agree that Sponsor and Sponsor Entities are not responsible for technical, computer, mechanical, printing, typographical, human or other errors relating to or which may occur in connection with the Promotion, including, without limitation errors which may occur in the administration of the Promotion, the processing of entries, the announcement of the prizes or in any Promotion-related materials; or for transactions or entries that are incomplete, inaccurate, garbled, fail to enter into the processing system, or are processed, reported, or transmitted late or incorrectly or are lost for any reason including computer, telephone, human or other error; or for electronic, computer, or telephonic malfunction or error, including inability to access any web site associated with this promotion. If in the Sponsor's opinion, there is any suspected or actual evidence of electronic or non-electronic tampering with any portion of the Promotion, or if a computer virus, bug, unauthorized intervention, fraud, or technical difficulties or failures compromise or corrupt or affect the administration, integrity, security, fairness, or proper conduct of the Promotion, Sponsor reserves the right in its sole discretion to disqualify any individual who tampers with the entry process, void any entries submitted fraudulently, modify or suspend the Promotion, or terminate the entire Promotion or that portion of the Promotion relating to the suspected or actual tampering of the Promotion and conduct a random drawing to award the prizes using all non-suspect, eligible entries received as of the date of such action. Any attempts by an individual to

access any web site associated with this Promotion via robotic, automatic entry devices, programs such as, but not limited to, script, macro or any other automated means, or other unauthorized entry will void all such entries by such methods. Any attempt by an entrant or any other individual to deliberately damage any web site or undermine the legitimate operation of the Promotion is a violation of criminal and civil laws and should such an attempt be made, the Sponsor reserves the right to seek damages and other remedies from any such person to the fullest extent permitted by law. In addition, Sponsor nor Sponsor Entities have any liability or responsibility for or related to the prize and there are no warranties, representations or guarantees, express or implied, in fact or in law, relative to any portion of the prize other than the warranty provided by Bulova. Prize does not include any and all other expenses not specified herein. By registering, entrants hereby release Facebook from any liability. This promotion is in no way sponsored, endorsed or administered by, or associated with Facebook.

6. Rules and Winners: For a copy of the Official Rules or the names of the potential winners, send a self-addressed, stamped envelope to Bulova Corporation, One Bulova Avenue, Woodside, New York 11377, Attention: Marketing Department by October 11, 2013 (VT residents may omit postage from rule request).

7. This Promotion is sponsored by Bulova Corporation, located at One Bulova Avenue, Woodside, New York 11377.