

EXCELLENCE IN BUSINESS

A report on the changes in our market for 2007

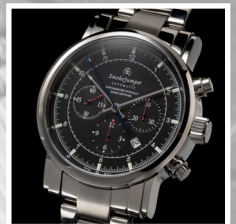
BOZEMAN WATCH COMPANY

“While 2006 was really a year for us to find our feet, 2007 is shaping up to be the year where we really make our mark,” says Bozeman Watch Company CEO Christopher Wardle. One of America’s newest watch manufacturers, located in historic downtown Bozeman, the BWC has been in the watch industry only 17 months, and has already won accolades from the titans of the watch world for their progressive yet classic designs and commitment to crafting timepieces that are as rare as they are accurate.

While the Bozeman Watch Company’s “Montana Class Watch Collection” is set to increase from two models at the close of 2006 to nearly 10 by the end of the year, there will be no more than 100 watches produced for any of the models. 2007 has already seen the first BWC timepiece created exclusively for ladies – the 50-piece Gallatin – hit the market, and the 50-piece USS Montana, the BWC’s “big watch” for the year nearing release.

“Though we admire the success of companies like Rolex, Omega and Breitling, we have no plans to make thousands of watches a year,” says Wardle, “and look at each one of our watches more as a piece of art than a piece of production.” “We signature each piece with our own touch and care for it from pencil sketch up through our extensive quality and testing segments.” Says co-founder and Vice President of Design Patrick Ayoub, “One of the great unforeseen pleasures of starting this company is engaging with people from all over the country – really the world – and introducing them to the Bozeman we call home.”

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BOZEMAN WATCH CO.

11 East Main Street Bozeman Montana 59715
877.878.1780 www.bozemanwatch.com

