

Tuesday April 29, 2008

PRESS ITEM

THE BELL & ROSS BR 02 INSTRUMENT WATCH AND "THE BIG JUMP"

Bell & Ross continually seeking the extreme

There are professions that force people to bear exceptional temperatures, undergo violent accelerations or withstand dangerous pressures. These extreme situations are studied by Bell & Ross along with those who experience them: pilots, divers, and bomb disposal experts - professionals for whom a watch must be not just a tool to serve their missions but a constant ally.

This is why Bell & Ross decided to equip Michel Fournier in his search for the extreme.

Bell & Ross has already achieved a world record with its Hydromax* model (water-resistance at 11,100 meters [1,110 bars]). Now Bell & Ross is partnering with Fournier who will try to beat the altitude world record for a sky dive with this 40,000 meter (130,000 feet or nearly 25 mile) jump.

Michel Fournier and "THE BIG JUMP"

Between May 24 – 28, 2008 (weather dependent) in North Battleford, Saskatchewan, Canada, Michel Fournier will make a stratospheric jump from the frontier of space and for the first time in history a skydiver will break the sound barrier at a speed of 1,500 kilometers per hour (932 miles per hour).

This skydive will enable him to beat four world records:

- Altitude record for a skydive (130,000 feet, 40 kilometers)
- Altitude record for human balloon flight
- Record for longest free-fall
- Record for fastest skydive

This event is of major scientific interest to those working on methods of rescuing astronauts facing critical situations at high altitudes in space. The jump is also of great interest to those working in the technology and sports fields. Fournier, using the latest in technology, is undergoing rigorous scientific, medical and physical training in preparation for the "Big Jump."

BR 02 INSTRUMENT

The instrument watch for professionals working under extreme conditions

For this record breaking performance Michel Fournier will be wearing the BR 02 INSTRUMENT.

The BR 02, a combination of high technology and precision watchmaking, is an extremely reliable instrument. Its mechanism was designed to resist extreme pressures, as well as abnormally low temperatures.

During the 6 minute and 25 second skydive, with a relative temperature of -120°C (-184°F), the BR 02 will have to withstand several extreme conditions: various airflows, cosmic radiation, and high variations in atmospheric pressure.

The ergonomics of the case, the elasticity and the adaptability of a made-to-measure watchband will also give Fournier optimal comfort during his jump.

"Because he wants to reach for the stars and explore the ocean depths, because he lives out his passions to the fullest, man has always measured himself against time. To turn a few seconds into a moment of eternity."
The philosophy of Bell & Ross from the beginning.

* Press kit available upon request.

Visit the website of "The Big Jump" at www.legrandsaut.org for more information in English and French.

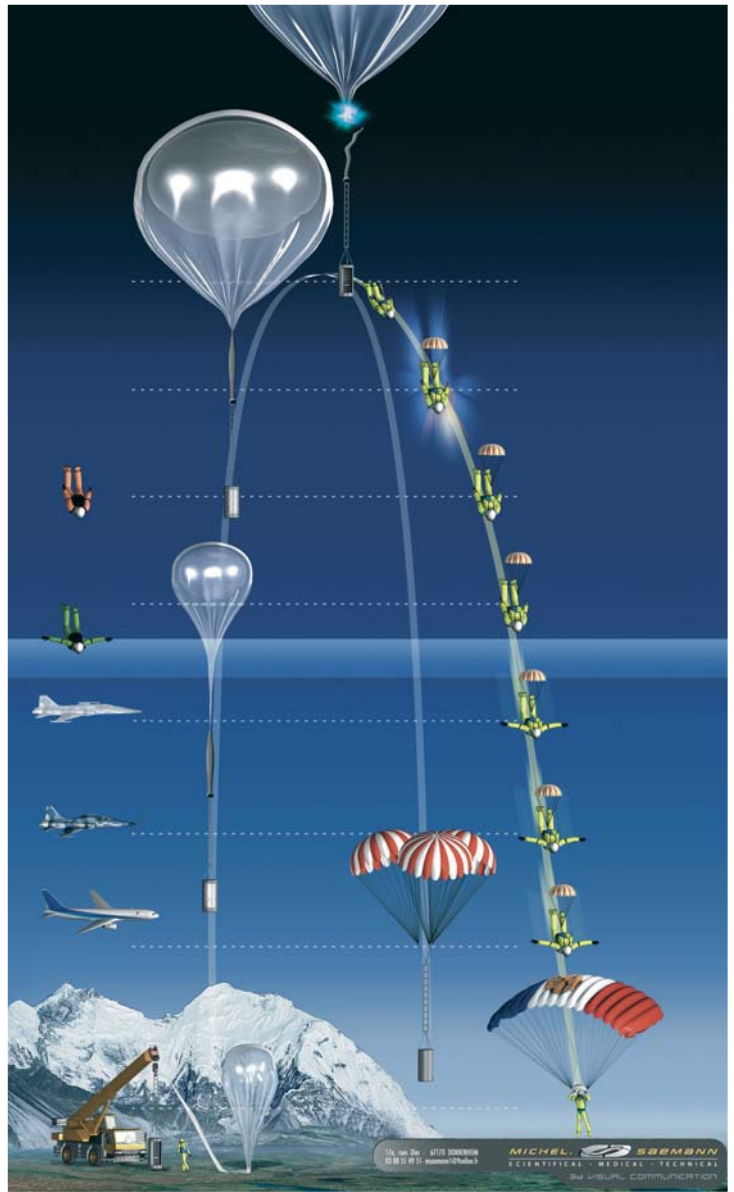
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1 BR 02 INSTRUMENT

Altitude

- Michel Fournier
40,000 meters
- To break the sound barrier
35,000 meters
- Kittinger
31,333 meters
- Andreyev
24,483 meters
- Interceptor
20,000 meters
- Concorde
18,000 meters
- Long-haul aircrafts
12,000 meters
- World's roof
8,846 meters



2 The Big Jump . Diagram



3 View of the earth altitude 40,000 meters. Height of Michel Fournier's Big Jump