



Westime Announces New Flagship Location *Westime Sunset to Debut in 2012*

Beverly Hills, Calif. – December 3, 2010 – Next year marks Westime’s 24th anniversary as Los Angeles’ premiere retailer of extraordinary watches. In celebration, Westime’s original flagship boutique in West Los Angeles will move to a 6,600-square-foot building on Sunset Boulevard. The relocation will take place in the fall of 2011.

Westime Sunset’s home, a standalone corner building at 8569 Sunset Boulevard in West Hollywood, will reside at the heart of the prestigious two-block stretch known as Sunset Plaza. Cafes with sidewalk dining, luxury fashion boutiques, European day spas and the SoHo House private club are among the neighborhood’s businesses.

“Sunset is the ideal setting for Westime as we grow and take the retail shopping experience in new directions,” says Greg Simonian, president of Westime. “The spacious new location, which has abundant parking on-site, will allow us to create a whole new store concept. Westime will always specialize in fine timepieces, but now we can offer our clients so much more,” Simonian adds.

Until the opening of Westime Sunset, Westime Los Angeles will remain in operation at 10800 West Pico Boulevard, Los Angeles, (310) 470-1388, losangeles@westime.com. The move does not impact the Westime Beverly Hills location. It remains open at 254 North Rodeo Drive, Beverly Hills, and can be reached at (310) 271-0000, beverlyhills@westime.com.

About Westime:

For more than two decades, Westime has distinguished itself as the ultimate retail destination specializing in extraordinary watches. Its two boutiques display the collections of more than 50 Swiss watch brands that represent the best of traditional watchmaking as well as the new guard in haute horlogerie. Westime is frequently cited as one of a dozen multi-brand retailers in the world that influences trends in the watchmaking industry. Westime also operates the new Richard Mille Boutique Beverly Hills on Rodeo Drive, and in early 2011 Westime will operate the new Hublot Boutique on Brighton Way in Beverly Hills. For more information, please visit www.westime.com.

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