



Westime La Jolla to Debut Spring 2011 *Southern California Watch Retailer Expands with Third Location*

Beverly Hills, Calif. – December 17, 2010 – Westime, leading retailer of fine watches, will open its third store next spring. The new boutique will occupy 2,500 square feet in the heart of La Jolla, an exclusive seaside destination north of San Diego.

“As Westime continues to grow, adding a third location in an affluent community is the natural next step,” says Greg Simonian, president of Westime. “La Jolla has three ingredients that make it our first choice for a new boutique: sophisticated year-round residents; high-end visitors and second-home owners; and one of the most beautiful coastal settings in the country.”

Westime La Jolla will be located at 1227 Prospect Street, the city’s main shopping thoroughfare. Elegant shops, cafes and the Pacific Ocean are steps from the boutique’s front door. Like its sister locations in Los Angeles and Beverly Hills, Westime La Jolla will offer a hand-picked selection of men’s and women’s watches, representing a broad range of prices.

About Westime:

For more than two decades, Westime has distinguished itself as the ultimate retail destination specializing in extraordinary watches. Its two boutiques in Los Angeles and Beverly Hills 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. In the fall of 2011, Westime will relocate its flagship boutique to Sunset Boulevard. For more information, please visit www.westime.com.

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