



Westime and Richard Mille Support AIDS Project Los Angeles

RM 011 limited edition watch tops estimates; raises funds at Bonhams & Butterfields annual charity art auction

Beverly Hills, Calif. – June 30, 2010 – Westime and Richard Mille were proud to sponsor the inaugural edition of the “Art Project Los Angeles 2010” charity auction benefitting AIDS Project Los Angeles. The VIP event and live and silent auctions, which took place at Bonhams & Butterfields Los Angeles June 25 to 27, raised more than \$235,000 for APLA’s critical programs.

Westime and Richard Mille donated an RM 011 Ti Americas Black limited edition watch for the event’s live auction. The timepiece represented the debut of a 50-piece limited edition that will not be available to the public until September, when Richard Mille’s American flagship boutique opens in Beverly Hills. The RM 011 Ti Americas Black garnered the highest bid of the weekend-long event—\$92,000—which is above its retail price.

“Westime has called Los Angeles home for more than two decades, and we are honored to support one of our home town’s most important causes,” says Greg Simonian, president of Westime. “Like fine art, Richard Mille watches are rare and beautiful creations. The art auction at Bonhams was the perfect place to reveal this new watch, while helping APLA’s mission.”

In addition to the Richard Mille watch, artworks by Andy Warhol, David Hockney, Robert Rauschenberg, Pablo Picasso, Jean Michel Basquiat, Roy Lichtenstein and Chuck Close were auctioned at the event.

About Westime:

For more than two decades, Westime has distinguished itself as the ultimate retail destination specializing in extraordinary watches. Its two Los Angeles 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 influence trends in the watchmaking industry. For more information, visit westime.com, call (310) 470-1388, or email info@westime.com.

About Richard Mille:

Since 2001, Richard Mille has created Swiss-made watches for men and women based on three pillars: the best in technical innovation; the best of artistry and architecture; and the best of the heritage and culture of fine watchmaking. The timepieces employ the techniques and materials found in F1 race car development and the aerospace industry with the goal of creating extreme timepieces without compromise or gimmick. Currently available at authorized retailers and a dozen international Richard Mille boutiques, the collection will also be available, starting in September, at Richard Mille Beverly Hills. For more information, visit richardmilleusa.com.

About AIDS Project Los Angeles:

AIDS Project Los Angeles (APLA), one of the largest non-profit AIDS service organizations in the U.S., provides bilingual direct services, prevention education and leadership on HIV/AIDS-related policy and legislation. With more than 25 years of service, APLA is a community-based, volunteer-supported organization with local, national and global reach. For more information, visit apla.org.

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