



FOR IMMEDIATE RELEASE

Contact:

Justin Malvin

Tel. 818-434-8351

Email. contact@abingdonwatches.com

www.abingdonwatches.com

FEMALE PILOTS “WATCH” OUT!

July 4, 2007 Los Angeles, California

Abingdon Watches is proud to present the first aviation watch made for women, available this fall at www.AbingdonWatches.com .

Founded by female pilot Chelsea “Juice” Welch, Abingdon Watches fulfills the needs of the growing population of women involved in aviation who want a quality watch that is designed specifically to function for aviators and display a chic sense of feminine style.

Abingdon’s watches feature all of the tools a pilot needs, including a Zulu time conversion function, E6B flight computer, chronograph, anti-glare overlay, and luminous hands for those night flights.

“More women are flying today than ever before and the aviation watches available are just too big and bulky for a lady’s wrist,” says Welch. “We want to give women the opportunity to have a watch that is more feminine looking but functions as well as any other aviation watch – if not better.”

The first two models, Amelia and Jackie, can be viewed and ordered online now at www.abingdonwatches.com and will begin shipping November 2007. Their retail value is between \$250.00 and \$400.00 USD. Orders must be placed now to ensure reservation for the holiday season.

Fly with women, fly with Abingdon.

XXX

Abingdon Watches is a watch company specializing in aviation watches for women. It began with a young student pilot, Chelsea “Juice” Welch, who decided to adapt the typically masculine E6B pilot watch platform to suit the feminine sensibilities of her and her fellow female pilots. The company’s philosophy is one that aims to benefit women all over the world involved in aviation – be it recreationally, commercially, or militarily – as well as frequent travelers, with an underlying message of sisterhood.

Key Facts

- Abingdon Watches – www.AbingdonWatches.com
- First aviation watch for women
- Designed to combine critical aviation function with feminine style
- Designed by a female pilot Chelsea “Juice” Welch who heads the company ensuring quality and philosophical values are never compromised
- Functions: pilot watch with E6B, Zulu time conversion, chronograph, luminous hands, and anti glare
- Currently two models, a streamlined minimalist design (Amelia: \$250 USD) and a trendy, high-fashion design (Jackie: \$400 USD/with real diamonds: \$2800)
- Available November 2007