



The Abingdon Co.

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FOR IMMEDIATE RELEASE

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THE ABINGDON CO. INTRODUCES *ELISE*, THE ULTIMATE TRAVELING WATCH FOR WOMEN



November 3, 2010

After a year of gathering input from women all over the world to find the ultimate traveling watch, The Abingdon Co. is proud to deliver their newest model, Elise, from the Lady Abingdon Collection on Company Founder and CEO, Chelsea Welch's birthday, November 3, 2010. Three time zones elegantly combined into one face, the Elise makes life easy when you are traveling abroad. The first time zone is a 24hour Greenwich Mean Time so you know what time your flight leaves. The second time zone is a 12hour home time so you know what time to call home, or your boss at work. And the third time zone, found on a bi-directional rotating bezel, is a 12hour local destination time zone wherever you are in the world. Easy as that.

The Elise is offered in three styles with your choice of 24K Egyptian Gold, 24K Tahitian Two-Tone, or Athenian Silver. The featured Rhonda movement is proven in the watch industry as a reliable and trustworthy movement for ease of use and durability. The sapphire hardened crystal allows its users to be rough with their Elise. The Elise also includes super-luminous hands, a date box, and a hint of genuine mother of pearl on the dial. With a 31mm (3-9h) by 37mm (12-6h) size case and a 14mm band, the Elise is the smallest of any of the watches The Abingdon Co. offers.

The serial edition numbered Elise is available for presale November 3, 2010 on www.TheAbingdonCo.com and will be delivered beginning February 2011. The price for the Elise models range from \$329.00 to \$399.00USD.

The official launch party for the Lady Abingdon Line will be held at the Vanity Club at the Hard Rock Casino in Las Vegas on Saturday, November 6, 2010. Press and select guests are invited to attend. Please contact 310.736.5673 for more information.

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The Abingdon Co. is a company specializing in aviation watches. It began with a young student pilot who decided to make a change for her fellow pilots. The company philosophy is one that aims to benefit those women all over the world who are frequent flyers as well as frequent travelers and to help them realize their dreams.



CEO Chelsea Welch

Key Facts

- The Abingdon Co. – www.TheAbingdonCo.com
- First aviation/traveler watch made exclusively for women
- Designed to combine feminine style with critical traveler's function
- Designed by a female pilot Chelsea Welch who heads the company ensuring quality and philosophical values are never compromised
- Functions: pilot watch with flight computer, Zulu/GMT time conversion, luminous hands, and anti glare
- Currently three models, Amelia, Jackie, and Elise

- Company launched November 2007
- High Resolution images can be found on the About page of www.TheAbingdonCo.com

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