



PRESS RELEASE

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POP ARTIST JOINS WATCH COMPANY TO CREATE UNIQUE TIMEPIECE *One-Of-A-Kind Wristwatch To Be Auctioned For 9/11 Charity*

PITTSBURGH, PA – American pop artist Burton Morris and the Kobold Watch Company today unveiled a unique wristwatch featuring a dial that was hand painted by the artist. The Kobold watch, called Spirit of America “POP” by Burton Morris, was created as part of a charity auction of celebrity-worn Kobold timepieces.

The auction, which will benefit the United Service Organization of New York City, is being held on the occasion of the five-year-anniversary of the attacks of September 11th, 2001. Other celebrity-worn timepieces include Spirit of America watches worn by actors James Gandolfini and Gary Sinise; explorers Sir Ranulph Fiennes and Will Cross; architect Daniel Libeskind; as well as the original prototype owned and worn by Michael Kobold, founder and president of the Kobold Watch Company. The auction will commence on September 16th 2006 and is hosted by charity auctioneer CharityFolks.

The Kobold Spirit of America “POP” by Burton Morris wristwatch features, on its dial, a hand painted stylized image of a popcorn box in the typical American color scheme of red, white, blue and gold. “I was so excited when Burton showed me the dial,” explains Michael Kobold, “it is by far the most unique Kobold watch in the world because it’s also an original Burton Morris work of art.”

Burton Morris is one of America’s premier artists. Building on the legacy of Pop Art masters of the 1960s-70s, Mr. Morris has created his own interpretations of popular American icons that put a delightful spin on everyday objects and motifs. Over the years, his artwork has been selected for the 76th Academy Awards, the Paris World Cup Soccer Games, the 38th Montreaux Jazz Festival and the 2004 Summer Olympic Games. Mr. Morris’ artwork has also raised millions of dollars for countless charities worldwide.

The Kobold Watch Company specializes in the manufacture of professional-grade tool watches. Founded in 1999, the company has made a name for itself among explorers, divers, and other specialists who require a sturdy and reliable timekeeper as part of their profession. Every Kobold watch is crafted by hand using the most exclusive materials and is powered by a mechanical movement.

For additional information, please visit www.koboldwatch.com.

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