



The Original Logo Watch Company
American Owned Since 1935

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FOR IMMEDIATE RELEASE:

Selco Named Exclusive Supplier By Movado Group

Tulsa, OK - October 8, 2009 - Selco, LLC, a Tulsa OK based promotional supplier company, is proud to announce it has been named as the exclusive supplier for Movado Group watches in the promotional products industry. The partnership has been in the works for months.

The official launch of the exclusive deal will be at the 2010 PPAI Expo in Las Vegas. At that time, Selco will be the sole company within the promotional products industry authorized to market and promote the Movado Group watches to distributors. The Movado Group of watch brands includes Movado, Ebel, ESQ by Movado, Tommy Hilfiger, and Lacoste.

The launch also coincides with the celebration of Selco's 75th anniversary. Larry Abels, founder of the promotional productions division of Selco, says, "It's very exciting for me to see how vibrant Selco is into the 21st century as we keep pace and make improvements to build new relationships with companies such as Movado." Joe Zanone, Sr. Vice President of Movado Group, Inc, adds, "Movado Group, Inc. is proud to partner with Selco to better service the promotional products industry! I have personally worked with Selco in my career for the past 18 years, and look forward to building a stronger relationship while bringing the promotional products industry a one stop solution for fine timepieces ranging from \$10 to well over \$50,000."

Selco, "The Original Logo Watch Company," has been customizing watches since 1965 and has worked closely with retail watch brands for decades. The exclusive supplier status allows Selco to customize Movado brand watches with single and multi color logos, engrave, add a precious stone or a custom die struck medallion dial.

Mark Abels, Selco President and third generation owner says "We are excited to represent the innovative and high quality lines of Movado to the industry. I feel confident that our expertise in customer service and in customization that we have developed over the last 75 years will make this relationship thrive."

Selco LLC, "The Original Logo Watch Company," was established in 1935. A manufacturer and supplier of custom imprinted and die struck medallion timepieces and other innovative products, Selco provides exceptional customer service to the awards, recognition and promotional products industries through the Selco® Geneve, AbelleTech, True North Compasses and A*belle® Promotional Time brands.



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