



Phonevalley announces that the *Jaeger-LeCoultre* iPhone application has broken the 100,000 download milestone

With its watchmaking school application, Jaeger-LeCoultre ranks amongst the iPhone users' favorite free brand applications

Paris, November 30, 2009 – On October 5th, the Manufacture launched the first watchmaking school on iPhone. Today Phonevalley, the world's leading mobile marketing agency, Jaeger-LeCoultre and ZenithOptimedia are proud to announce that the Jaeger-LeCoultre iPhone application has surpassed the 100,000 downloads worldwide milestone in less than two months.

The Jaeger-LeCoultre application is ranked amongst the most downloaded free brand applications. This is all the more remarkable for an application whose weight –over 10Mb– could have been a handicap since it only allows downloading through a wi-fi connection on the iPhone or through iTunes.

Alexandre Mars, Phonevalley CEO and Publicis Groupe Head of Mobile, celebrates this achievement: "We are very proud that more than 100,000 iPhone owners worldwide have already been seduced by the originality of the *Jaeger-LeCoultre* application. Its rapid success emphasizes the fact that luxury watchmaking fascinates a very large audience, and it brings designers closer to new technologies fans worldwide. »

Jérôme Lambert, Jaeger-LeCoultre CEO, adds: "It is my privilege to observe that our first iPhone application enjoys great success and is ranked amongst the most downloaded free brand applications throughout the world. This achievement underlines our culture of innovation and our avant-garde spirit".



The Jaeger-LeCoultre application: an invitation to discover masterpieces from the standpoint of a watchmaking apprentice

Driven by the passion for horological technologies and faithful to its avant-garde spirit, Jaeger-LeCoultre aims to share the fascinating world of fine watchmaking with the public at large through its iPhone application, designed and created by Phonevalley and launched in partnership with ZenithOptimedia.

The Jaeger-LeCoultre application invites to revisit the brand's most iconic models, from the Reverso to the Master Control, along with the Atmos model. Far from merely representing a chance to (re) discover these models, the application offers users a watchmaking initiation, which will then enable them to admire these Jaeger-LeCoultre timepieces from a whole new angle: that of an amateur watchmaker.

Thanks to this application, iPhone owners explore the various stages in creating a watch. They have access to a particularly comprehensive dictionary of horology and to six watchmaking initiation classes.

The dictionary of horology explains a number of specialised terms, from shock-absorber to barrel, from Clous de Paris to equation of time and from tourbillon to moon phases. The classes enable users to practice watchmaking techniques directly on their iPhone screen: assembling a chronograph mechanism, decorating and jewelling a movement, polishing, engraving and gem-setting a case. For the latter class, the aim is to gem-set a Reverso Neva, making no mistakes and in record time, by skilfully sliding the diamonds onto the watch case. The watch classes are displayed at a rate of one new class every fortnight.

The application also offers a chance to explore a collection of over 60 models, including eight interactive models from among the eight most emblematic creations from the Manufacture Jaeger-LeCoultre. The user can test the most innovative of these watches, and thus for example activate the depth gauge of the Master Compressor Diving Pro Geographic; change the time zone on a Master Geographic; start a vertical-trigger chronograph by simply pressing the sapphire crystal of an AMVOX2 Chronograph; or swivel the case of a Reverso Grande GMT.

Finally, the application provides a function that identifies the Jaeger-LeCoultre points of sale in the country and/or city of your choice and enables to locate them instantly.

How to download the application

With a wi-fi connection, press the App Store icon on the iPhone menu to enter into the App Store. Press the Search button at the bottom of the screen. Type the keyword "Jaeger" and then select the "Jaeger-LeCoultre" application in the list. Press "Free" and then "Download". Enter your password from your iTunes Store account.

Once the installation is completed, press the "Jaeger-LeC." icon on the iPhone menu to launch the application.

The application can also be downloaded from the iTunes App Store on <http://itunes.apple.com/WebObjects/MZStore.woa/wa/viewSoftware?id=331752460&mt=8>

About Phonevalley

Phonevalley is the world's leading mobile marketing agency. Since being acquired by Publicis Groupe in 2007, Phonevalley has become the latter's mobile communication agency and the company CEO Alexandre Mars has been appointed the group's Head of Mobile.

Phonevalley provides a full service offer in mobile marketing, spanning from mobile media planning and buying to mobile interactive services (mobile Internet sites, mobile applications, branded content & promotions and strategic consultancy).

Prestigious advertisers such as L'Oréal, PUMA, Nestlé and Procter & Gamble have already entrusted their mobile marketing to the Phonevalley teams.

Phonevalley is active in Europe, North America and Asia.

Phonevalley is part of Publicis Groupe (Euronext Paris: FR0000130577), the world's fourth largest communication group. It is also ranked as the world's second largest media counsel and buying group and is a global leader in digital and healthcare communications.

About Jaeger-LeCoultre

Born of an invention, the Grande Maison has always been driven by the spirit of discovery; the need to create new, ever more accurate and more complex technical marvels. Year after year, knowledge and skills have been enriched, renewed and multiplied to serve the unique purpose of mastering the countless operations involved in manufacturing watch movements and cases – the fundamental prerequisite for rising to the most daunting technical challenges.

A major player in watchmaking history, Jaeger-LeCoultre has now celebrated its 175th anniversary. The Manufacture has an impressive range of world firsts, superlative creations and legendary models to its credit, including the Reverso, the Duoplan, the Master Control, the Memovox Polaris, the Gyrotourbillon I and the Atmos. In 2009, around 1000 people proficient in over 40 watchmaking professions and more than 20 cutting-edge technologies continue to pay tribute to the pioneering ardour of the company founders by creating new masterpieces proudly perpetuating the grand horological tradition.

In 2010, as a further extension to the capacious premises now surrounding Antoine LeCoultre's original atelier, Jaeger-LeCoultre will be inaugurating a new building providing 9,000m² of additional workshop space.

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