



LOUIS MOINET  
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## **Louis Moinet North America Announces Their Partnership with Primetime Race Group**

**Research Triangle Park, NC (April 16, 2009)** - Louis Moinet North America, which safeguards the 200 year old legacy of renowned watchmaker Louis Moinet, announces their partnership with south Florida based racing team Primetime Race Group. This season Louis Moinet North American will become the official timepiece for Primetime's #11 Dodge Viper for the 2009 American Le Mans Series racing season.

Primetime enters its second full season in the American Le Mans Series as one of the top privateer teams. Team owner and driver Joel Feinberg and his teammate Chris Hall are behind the wheel of the only Dodge Viper Competition Coupe in the American Le Mans' highly competitive Grand Touring (GT2) class.

"This sponsorship presents Louis Moinet North America with the opportunity to introduce the brand to Le Mans' affluent US fan base. We are pleased to be a part of such an elite racing series and even more enthused to partner with a team like Primetime," said Michael Brader-Araje, president of Louis Moinet North America.

Recognized as a genius of watch making in his own time, Louis Moinet crafted masterpieces for some of the most distinctive figures of his day: Thomas Jefferson, James Monroe, Napoleon, and King George IV. Today, Louis Moinet watches stand as a testament to his art—the ideal fusion of design and meticulous craftsmanship. With only 1,000 watches crafted each year, to possess a Louis Moinet fine timepiece is to be part of an exclusive legacy that stands the test of time.

"We look forward to a long relationship with Louis Moinet North America and are pleased to welcome them to the Primetime Racing family," said team owner Joel Feinberg.

The Louis Moinet/Primetime Viper will race this week in the Tequila Patrón American Le Mans Series at Long Beach, California on Saturday, April 18. To see the entire 2009 race schedule, visit <http://www.primetimeracegroup.com/schedule/>.

### **About Louis Moinet Timepieces**

Louis Moinet was a renowned expert in the creation of fine timepieces, many of which were acquired by the wealthiest and most influential people throughout the Western world, including Thomas Jefferson, Napoleon, James Monroe and King George IV. In 1848, Moinet wrote his famous *Traité d'Horlogerie* (Treatise on Watchmaking), which is still regarded as one of the world's most comprehensive and skillfully written books on the subject. Today, a limited supply of Louis Moinet timepieces is available for esteemed watch collectors and connoisseurs. For more information on Louis Moinet's exclusive collection of luxury timepieces, please visit [www.LMTime.com](http://www.LMTime.com).