



Luminox Enters the Fourth Dimension

Luminox and SXC announce passenger space flights scheduled for 2014

January 31, 2013 - Zurich, CA - Luminox has been active in the realms of Sea, Air and Land since 1989 and is now getting ready to explore the fourth dimension – Space. As a key partner in the space project of SXC (Space Expedition Corporation), Luminox is committed to making passenger space flights possible. A recently signed multi-year contract between Luminox and SXC seals the promising partnership.

“We are now entering the era of the privatization of space travel and SXC is enabling the common man and woman to experience something never possible before - being in space,” said Barry Cohen, Co-CEO and Founder of Luminox. Luminox is currently developing watches for space that will be worn by both the SXC astronauts and passengers.

This spring XCOR Aerospace, the manufacturer of the SXC’s XCOR Lynx spaceship, will be carrying out their first test flights within the atmosphere. Training sessions and tests for passenger flights are currently under way. The first commercial flights are planned for 2014 and will depart from the Curaçao spaceport in the Caribbean currently under development. For \$100,000 USD passengers will be able to enjoy a unique view of the earth from 103 kilometers.

The SXC Lynx is unlike any other spacecraft previously developed. It is equipped with an independent take-off and landing system, enabling it to depart from a runway using rocket power and land like a plane after its flight. The entire flight takes about an hour and there is only one passenger per flight, seated next to the pilot, making the experience even more exceptional.

Luminox will present a series of watches designed for the SXC Space Project, some of them will be Limited Edition but all will be suitable for adventurers on Earth and in space. Seeing Earth from space has been described as a life-changing experience. In space there will be total silence and complete darkness, except for the 24/7 glow of Luminox timepieces.

About Luminox

Luminox, the original self-powered luminous watch brand, is the watch of choice for U.S. Navy SEALs, F-117 Nighthawk™ Stealth jet pilots and other elite forces. Luminox watches glow 100 times brighter than most other luminous watches, giving them superior readability. Tough, powerful and accurate, Swiss-made Luminox is the ultimate night vision gear for serious athletes, rugged outdoorsmen and other peak performers. Visit www.luminox.com and www.luminox.com/about/team/space-expedition for more information on the space project.

About Space Expedition Corporation (SXC)

Space Expedition Corporation (SXC) will perform daily commercial flights into space as of 2014. Passengers will have a life-changing experience in viewing our planet Earth from 100 kilometers high. Plus, having been at that altitude, they can rightly be called astronauts. The flight will be performed in the SXC's XCOR Lynx spacecraft that is designed and built by XCOR Aerospace in Mojave, California, USA. SXC is the launching customer of this space vehicle that comfortably takes off and lands like a normal airplane, from regular airports. The Curacao airport in the Caribbean will most probably be the first location – and Spaceport – outside the USA. The flexibility of the Lynx spacecraft makes it possible to operate from almost any commercial airport. The spaceflight costs \$100,000 per flight. XCOR and SXC have sold 200 tickets so far.

The breakthrough technology of an almost unlimited reusability of this type of spacecraft signifies a completely new era for the aerospace industry. It includes superfast, long range, environmentally friendly travel outside our atmosphere. www.spacexc.com

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