

National Geographic and Rolex Form Global Exploration Partnership

National Geographic and Rolex today announced a first of its kind global and multiplatform partnership in exploration, building on an existing 63-year-old relationship. The partnership will invest in scientific research and exploration, raise awareness of the planet's challenges, and inspire the next generation of explorers. Over the next five years, this will be achieved through a focus on three critical attributes of our planet: the oceans, the poles and the mountains. Together, National Geographic and Rolex will enable and participate in scientific expeditions, foster research and invention that will yield new exploration technologies and convene summits and activities that generate public support of conservation. "National Geographic is synonymous with exploration, and for 63 years we've had an incredible partner in Rolex in supporting pioneering ventures in discovery and conservation," said Gary E. Knell, President and CEO of the National Geographic Society. "With today's announcement, we will expand our partnership to understand and protect our world, and to support outstanding explorers that are seeking solutions to ensure a healthy and sustainable future. With many years together behind us, it's a grand legacy to build on." "Since the 1930s, in keeping with the spirit of its founder, Hans Wilsdorf, Rolex has accompanied pioneering human adventures to the far reaches of the planet, supporting those who through their vision, their courage and their drive to push the boundaries of what is possible, shed new light on the world. And Rolex watches have been essential tools for these explorers of the unknown," said Arnaud Boetsch, Director of Communication & Image, Rolex SA. "We have shared a vital mission of exploration with National Geographic for 63 years and are delighted to deepen our partnership as our knowledge evolves, focusing on scientific research, exploration and conservation. Raising awareness of the planet's challenges and inspiring coming generations to protect Earth and its marvels is in line with our DNA and our history." "Every month 730 million people engage with National Geographic across our full media portfolio," said Declan Moore, President & CEO, National Geographic Partners. "Through inspirational storytelling we have the power to amplify critical issues and motivate change and we are already looking forward to using our trademark journalism and photography to tell stories that this new partnership will create." The announcement follows on the heels of the National Geographic's Explorers Festival, where Rolex awarded photojournalist and National Geographic explorer, Brian Skerry, the Rolex National Geographic Explorer of the Year Award. Skerry is a photojournalist specializing in marine wildlife and underwater environments. Since 1998 he has been a contributing photographer for *National Geographic* magazine, covering a wide range of subjects and stories. **FOR FURTHER INFORMATION** National Geographic Society: Kelsey Flora, Communications Director kflora@ngs.org 001 202-807-3313 National Geographic Partners: Daniel.Maynard@fox.com Director of Communications, Europe & Africa +44 7971 058 864 **ABOUT THE NATIONAL GEOGRAPHIC SOCIETY** The National Geographic Society is a leading nonprofit that invests in bold people and transformative ideas in the fields of exploration, scientific research, storytelling and education. Through our grants and programs, we aspire to create a community of change, advancing key insights about our planet and probing some of the most pressing scientific questions of our time while ensuring that the next generation is armed with geographic knowledge and global understanding. Our goal is measurable impact: furthering exploration and educating people around the world to inspire solutions for the greater good. For more information, visit www.nationalgeographic.org. You can also connect with our most innovative Explorers at the first-ever National Geographic Explorers Festival; a full schedule, as well as ticket information, can be found at www.natgeo.org/explorers-festival.

ABOUT NATIONAL GEOGRAPHIC PARTNERS National Geographic Partners LLC (NGP), a joint venture between National Geographic and 21st Century Fox, is committed to bringing the world premium science, adventure and exploration content across an unrivalled portfolio of media assets. NGP combines the global National Geographic television channels (National Geographic Channel, Nat Geo WILD, Nat Geo MUNDO, Nat Geo PEOPLE) with National Geographic's media and consumer-oriented assets, including National Geographic magazines; National Geographic studios; related digital and social media platforms; books; maps; children's media; and ancillary activities that include travel, global experiences and events, archival sales, licensing and e-commerce businesses. Furthering knowledge and understanding of our world has been the core purpose of National Geographic for 129 years, and now we are committed to going deeper, pushing boundaries, going further for our consumers ... and reaching over 730 million people around the world in 172 countries and 43 languages every month as we do it. NGP returns 27 percent of our proceeds to the non-profit National Geographic Society to fund work in the areas of science, exploration, conservation and education. For more information visit natgeotv.com or nationalgeographic.com, or find us on [Facebook](#), [Twitter](#), [Instagram](#), [Google+](#), [YouTube](#), [LinkedIn](#) and [Pinterest](#).

ABOUT ROLEX Rolex, the Swiss watch brand headquartered in Geneva, enjoys an unrivalled reputation for quality and expertise the world over. Its Oyster and Cellini watches, all certified as Superlative Chronometers for their precision, performance and reliability, are symbols of excellence, elegance and prestige. Founded by Hans Wilsdorf in 1905, the brand pioneered the development of the wristwatch and is at the origin of numerous major watchmaking innovations, such as the Oyster, the first waterproof wristwatch, launched in 1926, and the Perpetual rotor self-winding mechanism invented in 1931. Rolex has registered over 400 patents in the course of its history. A truly integrated and independent manufacturing company, Rolex designs, develops and produces in-house all the essential components of its watches, from the casting of the gold alloys to the machining, crafting, assembly and finishing of the movement, case, dial and bracelet. Rolex is also actively involved in supporting the arts, sports, exploration, the spirit of enterprise, and the environment through a broad palette of sponsoring activities, as well as philanthropic programs.