



Luminox Partners with a True Explorer to Save the Planet Two New Luminox Special Editions Support Vital Ocean Missions

Scott Cassell is an expert military operative – a Counterterrorism Combat Dive Instructor to the Special Ops community, an anti-piracy consultant and sniper and a former Special Ops combat medic and MedEvac Flight Instructor in the Army National Guard. Cassell is also a consummate adventurer, someone who embraces danger and relies on Luminox timepieces as part of his Essential Gear. A man of high ideals and a true explorer, his exploits are undertaken with unwavering commitment to a clearly defined goal—the protection of the world’s oceans and their inhabitants. Never losing sight of this cause, Cassell explores the undersea world, documents his discoveries for science, and hunts down lawbreakers whose activities threaten ocean ecosystems. And Luminox is with him every step of the way, on his wrist and also supporting his work through sales of two new special edition watches, the 3954 Colormark Special Scott Cassell and the 1525 Deep Dive Special Scott Cassell.

Sea Wolves Unlimited LLC and the 1525 Deep Dive Special Scott Cassell

Rampant poaching of sharks, turtles and other endangered sea life poses a serious threat to ocean ecosystems, but Sea Wolves Unlimited LLC, an organization founded and run by Cassell, carries out evidence-gathering operations aimed at bringing poachers and polluters to justice. Combining military tactics with environmental motivation, these operations are known as rECON missions, and they have already resulted in 11 criminal convictions and many more arrests and pending investigations.

In collaboration with Cassell, Luminox has created the new 1525 Deep Dive Special Scott Cassell dive watch in support of Sea Wolves Unlimited LLC. A portion of proceeds from sales of the 1525 Deep Dive Special Scott Cassell will support Sea Wolves Unlimited and its missions and help the Sea Wolves to continue their important work.

The watch has all the features that rECON divers consider essential, including a sturdy steel case, a professional-grade ratcheting unidirectional dive bezel, patent-pending bezel locking device and crown protector, 500-meter water resistance and a clear, high-contrast dial with Luminox Light Technology (LLT) that glow for up to 25 years, regardless of conditions, so that the watch is always visible, even in the murkiest depths. The gray dial is marked with both the Luminox logo and the Sea Wolves emblem. The steel caseback depicts Cassell’s submarine. The integrated polyurethane strap comes with an extension for use over a wetsuit. The watch is

packaged in a waterproof gear box that can be used to store items safely on a dive boat. And like all Luminox watches, the 1525 Deep Dive Special Scott Cassell model is Swiss Made.

The Undersea Voyager Project and the 3954 Colormark Special Scott Cassell

When he's not hunting down poachers, Cassell explores the underwater world. He knows that people are more motivated to protect the things they understand best, but the vast majority of the world's oceans remain mysterious and unexplored. So Cassell created the non-profit Undersea Voyager Project (UVP), which helps marine researchers, educators, students, and "citizen scientists" explore and learn about the underwater environment through dives in specially equipped submarines and live webcasts of the expeditions. As an undersea explorer, Cassell has often encountered the unknown, documented his discoveries, and freely shared them with the scientific and educational communities. The UVP multiplies learning opportunities by opening the world's unexplored oceans to those inspired by deep-sea discovery.

In support of the UVP, Luminox has created the new 3954 Colormark Special Scott Cassell dive watch in collaboration with Cassell. A portion of proceeds from sales of this watch will go toward funding UVP and its mission of exploration.

The Swiss-made 3954 Colormark Special Scott Cassell is built for diving, with a sturdy case of carbon-reinforced polycarbonate. It has a protected double O-ring crown, professional-grade ratcheting unidirectional dive bezel, 200-meter water resistance and a clear, high-contrast dial with Luminox Light Technology (LLT) that glow for up to 25 years, regardless of conditions, so that the watch is always visible. The blue dial is marked with both the Luminox logo and the UVP logo. The caseback depicts Cassell's submarine. This model comes on a nylon Velcro faststrap, featuring a blue dive flag emblem along with the Luminox shield. It is packaged with a second faststrap, a polyurethane strap with dive extension, and a strap-changing tool in a dive mask storage box. And like all Luminox watches, the 3954 Colormark Special Scott Cassell model is Swiss Made.

Essential Gear.

Invented in the United States, Made in Switzerland, Always Visible.

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