



TROVERIE LAUNCHES “TRADE AN APPLE, GIVE AN APPLE” CAUSE MARKETING PROGRAM TO BENEFIT HUNGER RELIEF

First Program of its Kind Allows Smartwatch Owners to Convert Used, Unwanted Apple Watches into a Troverie Gift Card, Upgrade Their Wrists with a New Luxury Timepiece and Provide 30,000 Fresh Nutritious Meals through the Community FoodBank of New Jersey

NEWARK, NJ – SEPTEMBER 24, 2019 -- [Troverie™](#), the pioneering brand-authorized, omni-channel luxury watch retailer, today officially unveiled “Trade An Apple, Give An Apple,” an innovative cause marketing program that allows consumers to exchange their used Apple Watches for a substantial Troverie gift card for themselves and 30,000 nutritious meals for others in need. Troverie will donate 100% of the proceeds from all Apple Watch trade-ins to the Community FoodBank of New Jersey, a member of Feeding America

The “Trade An Apple, Give An Apple” offer is among the most generous, compared to other trade-in opportunities, both in terms of the trade-in value and unrestricted acceptance of all used Apple Watches – any condition and all generations. The program’s first fifty participants will receive a premium \$250 gift card; the next 500 will receive a \$150 gift card. Interested Apple Watch owners complete an online registration form, send their Apple Watch trade-in to Troverie using a prepaid USPS shipping label, and receive a digital gift card for use towards a new luxury timepiece on Troverie.com.

Through this initiative, Troverie addresses the explosive growth in smartwatch sales, especially among younger consumers, that has made “wrist real estate” once again relevant for expressing a personal sense of style while telling time. Whether the motivation is to upgrade from wearable technology to a classic watch, or to graduate to a quality Swiss luxury timepiece, or to be more environmentally conscious with an automatic movement, the program allows all consumers to upgrade their wrists.

“From our inception, Troverie has aimed to disrupt the industry status-quo by creating customer-first solutions, addressing the shifting marketplace and offering a different value proposition. The launch of the “Trade An Apple, Give An Apple” program is the next evolution of our mission to attract new consumers to the luxury Swiss watch industry,” said Fred Levin, Chief Executive Officer and Co-Founder, Troverie. “This also represents the company’s first corporate social responsibility initiative. While our luxury brands are global, and our jeweler network is national, our philanthropy supports our home state of New Jersey.”

Troverie has worked closely with the Community FoodBank of New Jersey to pioneer this corporate social responsibility program, designed to put supplemental food and fresh produce on the table for thousands of food insecure children in the company's home state of New Jersey.

"Troverie's support will provide 30,000 fresh, nutritious meals to make a real difference for our neighbors in need," said Carlos Rodriguez, President & CEO of the Community FoodBank of New Jersey. "We're grateful that, even with their global reach, they've chosen to focus their philanthropy work right here in New Jersey, where about 900,000 people struggle with hunger."

The program is not affiliated with the Apple Inc. or any of its subsidiaries or partners ("Apple") nor does Apple endorse the program in any way.

Upon Troverie's launch in August 2018, the brand was deemed by media as the "future of watch buying," and "changing the way we shop for watches." Troverie's "Trade An Apple, Give An Apple" offering is the next step for the platform, which is known for its service, expertise, and impressive environment of eighteen leading luxury brands.

To learn more about Troverie and begin the trade-in process, visit troverie.com/apple-trade-in-program

ABOUT TROVERIE

Troverie™, part of the Authorized Luxury Group, is a brand authorized, omni-channel, e-commerce destination for luxury watches, bringing together leading luxury brands and top jewelers to provide casual shoppers and serious horologists a well-curated, comfortable and secure shopping experience – fully guaranteed and protected by the manufacturer. Troverie fills a void in the watch industry by being an authorized omnichannel retailer for more than 18 brands of luxury watches and by partnering with established, independent jewelers in 22 states with over 70 locations. Troverie creates a luxury shopping experience from the palm of your hand, with the safety and assurance of the full warranty, protection and backing from the watch manufacturer. The company's executive team is anchored by over 100 years of industry experience with companies including Cartier, Chanel, Breguet, Movado Group, LGI Network, and The NPD Group. For further information, contact Lauren Calmas, Troverie Co-Founder/Chief Marketing Officer lcalmas@troverie.com or call (877) 876-8388.

ABOUT THE COMMUNITY FOODBANK OF NEW JERSEY

The Community FoodBank of New Jersey (CFBNJ), a member of Feeding America®, has been delivering food, help and hope across the state for 45 years. Last year, CFBNJ provided nutritious food for over 50 million meals through its network of more than 1,000 community partners including pantries, soup kitchens, emergency shelters, mobile pantries, and child and senior feeding programs. For our hungry neighbors, the Community FoodBank of New Jersey is the powerful agent of change that fills the emptiness caused by hunger and provides resources that are essential to earning a sustainable living. For additional ways to help you can visit CFBNJ.org