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**FOR IMMEDIATE RELEASE**

**THE TIMES SQUARE NEW YEAR'S EVE BALL TO BE  
ON PUBLIC DISPLAY AT MACY'S HERALD SQUARE!**

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***Ball Celebrated 100<sup>th</sup> Anniversary of the Times Square New Year's Eve Ball Drop***

(Wednesday, November 5<sup>th</sup> --- New York, NY)---- With hundreds shouting **10, 9, 8, 7, 6, 5, 4, 3, 2, 1**, the magnificent Times Square New Year's Eve Ball, with its glittering Waterford crystals, went on display today for all to see, on the ground and up close and personal, at Macy's Herald Square.

The Ball will be on display for millions to see through December 10<sup>th</sup>.

Jim O'Leary, Director of Design for Waterford Crystal, Patti Lee, Store Manager of Macy's Herald Square, joined by New Year's Eve event organizers Jeff Straus, President of Countdown Entertainment and Tim Tompkins, President of the Times Square Alliance, started the countdown, signaling the kickoff of the Ball's visit to Macy's Herald Square.

"Macy's Herald Square is as iconic as the New Year's Eve ball drop in Times Square. To have a great New York tradition that has become the symbol of how the world celebrates the New Year on display at the World's Largest Store, is truly a one-of-a-kind event," says Patti Lee, Store Manager of Macy's Herald Square. She adds, "Thanks to Waterford, we are able to bring the excitement of the New Year's Eve Ball to eye level for millions of our customers."

"The New Year's Eve Ball, like Times Square, is an exciting blend of technology and tradition," said Tim Tompkins, President of the Times Square Alliance. In its own way it reflects the spirit of change and renewal that is at the heart of the New Year's Eve celebration for billions of people around the globe."

Waterford Crystal created an exclusive "Let There Be Light" design for the crystal triangles on the New Year's Eve Ball. Designed and crafted by Waterford artisans in Ireland, "Let There Be Light" features a dramatically stylized, radiating sunburst on each of the 672 crystal triangles. For the first time, the crystal triangles feature cutting on both sides. The double cutting maximizes the light refraction within the crystal triangles.

The **Times Square Alliance** and **Countdown Entertainment** are the organizers of *Times Square New Year's Eve 2008*. The Times Square Alliance works to improve and promote Times Square so that it retains the

energy, edge and distinctiveness that have made it an icon of entertainment, culture and urban life. Countdown Entertainment, which represents the owners of One Times Square, and the New Year's Eve Ball, is a marketing management and consulting services company specializing in the Times Square area.

Waterford is a subsidiary of Dublin, Ireland-based Waterford Wedgwood plc. With annual sales of nearly \$1 billion, Waterford Wedgwood plc is the world's largest tabletop crystal and ceramics company. In addition to Waterford, the Waterford Wedgwood plc family of premium lifestyle brands includes Wedgwood, Rosenthal, Royal Doulton and exclusive design partnerships with the world's leading designer and lifestyle brands including Michael Aram, Barbara Barry, Jasper Conran, Emeril, Marc Jacobs, Robert Mondavi, Gordon Ramsay, John Rocha, Versace and Vera Wang.

Macy's, the largest retail brand of Macy's, Inc., delivers fashion and affordable luxury to customers at more than 800 locations in 45 states, the District of Columbia, Puerto Rico and Guam. Offering distinctive assortments including exclusive fashion and home brands, Macy's stores are operated by seven regionally based retail divisions. Macy's East, one of the regional divisions, with corporate offices in New York, NY operates 170 stores in twelve states and the District of Columbia. Dating back to the original R.H. Macy & Co. store in New York City which opened in 1858, the company flagship, Macy's Herald Square, is the World's Largest Store, home to the one-and-only Santa Claus, the Macy's Flower Show, famed holiday animated window displays and the Macy's Thanksgiving Day Parade.

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