



FROM: TIMES SQUARE 2009
Contact: Rubenstein Communications, Inc. - Public Relations
Thomas Chiodo (212) 843-8289, tchiodo@rubenstein.com
Andy Shearer (212) 843-8061, ashearer@rubenstein.com

MILLIONS OF COLORS & BILLIONS OF PATTERNS

NEW CUTTING-EDGE 11,875 POUND CRYSTAL TIMES SQUARE NEW YEAR'S EVE BALL TO BE UNVEILED

BALL TO BECOME YEAR-ROUND NYC ATTRACTION IN TIMES SQUARE

New York, NY (November 11, 2008) -- The co-organizers of New Year's Eve in Times Square (Times Square Alliance, Countdown Entertainment) unveiled a new Times Square New Year's Eve Ball at a press conference today at Hudson Scenic Studio in Yonkers, New York.

The new Times Square New Year's Eve Ball is a 12 foot geodesic sphere, double the size of previous Balls, and weighs 11,875 pounds. Covered in 2,668 Waterford Crystals and powered by 32,256 Philips Luxeon Rebel LEDs, the new Ball is capable of creating a palette of more than 16 million vibrant colors and billions of patterns producing a spectacular kaleidoscope effect atop One Times Square.

The organizers also announced that the new Ball will become a year-round attraction above Times Square in full public view January through December.

"For one hundred years, the Times Square New Year's Eve Ball has attracted millions of revelers to Times Square on December 31st to celebrate the beginning of the New Year" said Jeff Straus, president of Countdown Entertainment and co-organizer of Times Square New Year's Eve. "The new Times Square New Year's Eve Ball will be a bright sparkling jewel atop One Times Square entertaining New Yorkers and tourists from around the world not only on December 31, but throughout the year."

"The New Year's Eve ball is bigger, better and brighter than ever, just like Times Square itself," said Times Square Alliance President Tim Tompkins. "And like Times Square, it's not afraid to show off. That's why we're proudly putting it on display year-round so visitors to the neighborhood can enjoy a true Crossroads of the World icon."

WATERFORD CRYSTAL created an exclusive "Let There Be Joy" design for the crystal triangles on the new Ball. Designed and crafted by Waterford artisans in Ireland, "Let There Be Joy" features the design of an angel with arms uplifted welcoming the New Year on each of the 1,728 new crystals. The remaining 960 triangles are last year's "Let There Be Light" design of a stylized radiating starburst.

"The new 2009 Times Square New Year's Ball represents the perfect blend of time-honored craftsmanship and state of the art technology," says Pete Cheyney, Director of Corporate Communications for Waterford Crystal. "The theme for the Waterford crystals on this year's Ball, "Let There be Joy" reflects our belief that New Year's Eve is a time when happiness and optimism for the future should be at the forefront of everyone's thoughts. We at Waterford consider the Ball to be of our Company's greatest achievements."

PHILIPS LIGHTING provided the new solid state lighting technology for the Ball, resulting in an astounding increase in impact, energy efficiency, and color capabilities. Capable of creating a palette of more than 16 million colors and billions of possible patterns, the 32,256 Philips Luxeon LEDs in this year's Ball represent more than three times the number of LEDs used last year, to deliver a brighter and more beautiful and impactful New Year's experience than ever before. And this year's Ball is 10-20% more energy efficient than last year's already energy-efficient Ball, consuming only the same amount of energy per hour as it would take to operate two traditional home ovens.

"At Philips Lighting, we are proud to be driving innovative and energy-efficient solutions for the world's broad range of lighting applications - from celebrated landmarks to consumers' homes -- and we're especially delighted to be the official Lighting Partner to the iconic New Year's Eve Ball in Times Square," said Philips Lighting Company Director of Corporate Communications Susan Bloom. "Now bigger in size and incorporating even more powerful and energy-efficient Philips Luxeon LEDs than last year, this year's Ball will deliver a New Year's Eve experience that will be brighter, more beautiful, and more sustainable than ever before."

FOCUS LIGHTING created a spectacular and unique lighting design that utilizes over 3,500 lighting cues to orchestrate the colorful moving patterns of light radiating from the Ball. Theatrical techniques were used to show the beauty of each facet of each individual crystal, making the sparkle visible whether viewed from 5' away as the press can see the ball or 500' from the streets of Times Square. It is like accenting a performer on a stage.

"We tried to create a beacon of light in the sky over Times Square " Says Paul Gregory, Principal Lighting Designer for Focus Lighting.

LIGHTING SCIENCE GROUP designed, developed, and produced an integrated lighting system for the new Ball. The system is comprised of 672 LED modules that are seamlessly integrated with Waterford Crystal and Philips Luxeon Rebel LEDs.

HUDSON SCENIC STUDIO designed, developed, and produced the structural framework for the new Ball as well as the hoisting system for raising and lowering the Ball on the new 141' mast installed atop One Times Square.

LANDMARK SIGNS assembles, maintains and operates the Ball atop One Times Square.

e:cue LIGHTING CONTROL provided the lighting control system for the Ball.

LAPP GROUP provided the power and control cabling for the Ball.

For more information about Times Square New Year's Eve, visit www.timessquarealliance.org.

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