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FOR IMMEDIATE RELEASE

FOR THE FIRST TIME IN HISTORY!

**THE NEWLY DESIGNED TIMES SQUARE NEW YEAR'S EVE BALL
ON PUBLIC DISPLAY AT MACY'S HERALD SQUARE**

Celebrating 100th Anniversary of the Times Square New Year's Eve Ball Drop

(Wednesday, November 7th --- New York, NY)---- With hundreds shouting **10, 9, 8, 7, 6, 5, 4, 3, 2, 1**, and the push of the traditional New Year's Eve crystal switch, the magnificent new 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.

This event marks the first time in the 100 year history of the New Year's Eve Ball descent that the public will be able to see the Ball up close away from its New Year's Eve perch high atop One Times Square. The Ball will be on display for millions to see through December 10th.

"Today is truly a landmark day for Waterford Crystal," said John Foley, Chief Executive Officer of Waterford Crystal. "Not only is one of our greatest sources of pride and accomplishment, the Times Square New Year's Eve Ball, on display for all to see, but we also have the chance to stand side by side with our retail partner, Macy's East, and our Times Square partners, Countdown Entertainment and the Times Square Alliance, to celebrate the Ball's 100th anniversary. We, at Waterford Crystal, look forward to another 100 years of the kind of partnership and fellowship that the New Year's Eve Ball inspires."

Jim O'Leary, Director of Design for Waterford Crystal, Ron Klein, Chairman and CEO of Macy's East, joined by New Year's Eve event organizers Jeff Straus, President of Countdown Entertainment and Tim Tompkins, President of the Times Square Alliance, pushed the actual ceremonial switch used every New Year's Eve to begin the descent of the Ball, signaling the kickoff of the 100th anniversary 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 for the first time ever at the World's Largest Store, is truly a one-of-a-kind event," says Ron Klein, Chairman and CEO, Macy's East. He 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 who will come to see the ball up close before it takes its place high atop Times Square."

On December 31, 2007, the Times Square Alliance and Countdown Entertainment, co-producers of New Year's Eve in Times Square, will introduce to the world the fifth and newest Times Square New Year's Eve Ball. The Ball displayed here today will descend at the stroke of midnight and ring in the New Year from high atop One Times Square in New York City.

"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. "The Ball this year has been re-invented, just as Times Square is constantly re-inventing itself. 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 has created an exclusive "Let There Be Light" design for the crystal triangles on the newly-designed 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 will feature cutting on both sides. The double cutting maximizes the light refraction within the crystal triangles. The new Times Square New Year's Eve Ball is more than twice as bright as the old one, with enhanced color capabilities and state-of-the-art Philips Luxeon LED lighting effects.

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 Crystal 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, gift, crystal, silver and ceramics company. In addition to Waterford the Waterford Wedgwood plc family of premium lifestyle brands includes Wedgwood, Rosenthal and Royal Doulton, Johnson Brothers, Minton, Royal Albert, W-C Designs, and exclusive design partnerships with the world's leading designer and lifestyle brands including Versace, Jasper Conran, Vera Wang, Barbara Barry, Michael Aram, John Rocha, Marc Jacobs, Robert Mondavi, Emeril and Gordon Ramsay.

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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