



FROM: TIMES SQUARE 2008
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**THE TIMES SQUARE NEW YEARS EVE BALL
CELEBRATES ITS 100TH BIRTHDAY
WITH A MAKEOVER!**

**A NEW HI-TECH CRYSTAL NEW YEAR'S EVE BALL
IS REVEALED**

New York, NY (October 4, 2007) -- The co-organizers of New Year's Eve in Times Square (Times Square Alliance, Countdown Entertainment) unveiled the new LED Crystal Times Square New Year's Eve Ball at a press conference today at Hudson Scenic Studio in Yonkers, New York. This year marks the 100th birthday of the New Year's Eve Ball, a universal symbol of celebration and the passage of time.

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 LED lighting effects. Waterford Crystal crafted a beautiful new design for the crystal triangles on the Ball. Philips Lighting provided new solid state lighting technology that substantially increased the brightness, energy efficiency, and color capabilities of the Ball. And Focus Lighting developed a spectacular and unique lighting design for the new Ball on its 100th birthday.

"We should all look this spectacular at our 100th birthday party," said Jeff Straus, President of Countdown Entertainment, "The combination of Waterford Crystal and Philips LED technology have created a dazzling new look for this world-wide tradition of celebrating the New Year."

"Times Square has always been an arena where the latest and greatest cutting-edge technology is unveiled and showcased. It's also a neighborhood that's rich in tradition -- from Broadway to Tin Pan Alley to Restaurant Row," said Tim Tompkins, President of the Times Square Alliance, "and the New Year's Eve Ball, like Times Square, is an exciting blend of technology and tradition. This year, the Ball has been re-envisioned and re-invented, just as Times Square is constantly re-inventing itself. It's that same spirit of renewal and new beginnings that brings people here from across the globe, in person or in spirit while watching from home, on New Year's Eve every year."

WATERFORD CRYSTAL created an exclusive "Let There Be Light" design for the crystal triangles on the new 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. Due to the new design and technical innovations, this represents an increase of 168 crystal triangles from last year's Ball. And, for the first time, the crystal triangles will feature cutting on both sides. The double cutting maximizes the light refraction within the crystal triangles.

"Waterford Crystal is once again extremely proud to join our Times Square partners, Countdown Entertainment and the Times Square Alliance, as an integral part one of the world's most iconic symbols, the Times Square New Year's Eve Ball," says John Foley, Waterford Crystal Chief Executive Officer. "Our craftsmen and artisans have blended the time-honored traditions that have defined Waterford through the centuries with cutting edge technology to create the magnificent crystal panels that have adorned the Ball since the Millennium. With this year's theme of "Let There Be Light," we continue to

spread light and harmony to the millions who watch the Ball descend at midnight through the art of crystal.ö

PHILIPS LIGHTING provided the new solid state lighting technology for the Ball resulting in an astounding increase in brightness, energy efficiency, and color capabilities. The 9,576 Philips Luxeon LEDs replaced the 600 incandescent and halogen bulbs of the previous Ball. The new Ball is more than twice as bright and capable of creating a palette of more than 16 million vibrant colors and billions of patterns. Yet, the entire Times Square Ball will be lit with approximately the same amount of electricity as it takes to power ten toasters or a single oven/range.

"Philips is extremely delighted to once again light the Times Square Ball and to be a part of this year's revolutionary makeover in celebration of the Ball's 100th birthday," said Philips Lighting Company Director of Corporate Communications Susan Bloom. "In keeping with Philips Lighting's mission to deliver innovative and energy-efficient lighting solutions to the world, the globally-recognized Times Square Ball represents an outstanding platform to demonstrate the powerful, high-performing, and highly sustainable qualities of LED technology."

FOCUS LIGHTING created a spectacular and unique lighting design that fully leverages the brilliant facets of the Waterford crystal triangles and Philips solid-state lighting technology. The lighting design skillfully illuminates the beauty of each individual triangle as well as the colorful moving patterns of light radiating from the Ball. In addition, for the first time ever, Focus Lighting designed a second layer of LEDs to showcase the geodesic structure of the Ball.

öOur goal for this year's re-design of the New Year's Eve Ball was to create a shining gem in the sky, equally stunning from various distances,ö says Focus Lighting principal lighting designer Paul Gregory. öWorking with these new lighting methods, combined with the advanced crystal cutting technique, and the flexibility of the e-cue control systems, we created a look that is vibrant and unique. This year the Ball will be brighter and more brilliant than ever before, each crystal gleaming like a diamond in the sky.ö

The companies listed below also provided essential contributions to the development of the new Times Square New Year's Eve Ball:

Dickmann Manufacturing ö provided pyramid mirrors
E:Cue Lighting Control ö provided lighting control system
Hudson Scenic Studio ö structural engineering design and development
Landmark Signs ö assembles and operates the Ball
Lapp Group ö provided power and control cabling
L.E.D. Effects ö integrated LED technology

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