

Press Release

Waterford Introduces the Times Square 2005™ Collection “Hope for Wisdom” Ball and Disk Ornaments

WALL, NJ- Wisdom has always been one of civilization’s greatest pursuits and aspirations. Waterford, creators of the “Star of Hope” Millennium Ball which descends into Times Square each New Year’s Eve, has released the newest edition in the Times Square Collection of annual holiday ornaments with the exclusive “Hope for Wisdom” design for 2005.

“Hope for Wisdom” is the latest in the collection which began in 1999, when Waterford was invited to design and create Times Square Millennium Ball that officially welcomed in the New Millennium on New Years Eve in New York. The “Star of Hope” theme of 2000 inspired Waterford artists to create subsequent designs exemplifying hope for the realization of mankind’s most profound ambitions.

72 new “Hope for Wisdom” crystal panels will be added to the ball this year before it drops in front of a crowd of over half a million people in Times Square and millions more watching on television around the world. This year has a special significance, as it also marks the 100th anniversary of the first New Year’s Eve celebration at the “Crossroads of the World.”

Wisdom, the highest level of human understanding and perception, has been skillfully interpreted for the Times Square Collection by Waterford crystal artisans. The focal point of the “Hope for Wisdom” design is a symbolic pinwheel motif. The wheel is recognized as a milestone of human achievement and represents man's earliest transcendence of information, experience and knowledge to the most elevated plateau of critical thinking – wisdom.

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Wisdom is not inherent – it is a gift. Benjamin Franklin expressed his appreciation for the nurturing of this ability when he wrote, “The doors of wisdom are never shut.”

With all the hallmarks of Waterford design and craftsmanship, each 2005 Times Square Collection ornament - the 3” diameter ball and the 2.75” crystal disk – features the “Hope for Wisdom” design, are engraved with the year 2005, and come in a handsome presentation gift box. Suggested retail prices for “Hope for Wisdom” are \$49 for the disk ornament and \$69 for the ball.

“Hope for Wisdom” is the sixth edition in the Times Square Collection annual ornament series, joining “Hope for Unity,” “Hope for Courage,” “Hope for Healing,” “Hope for Abundance,” and the inaugural issue of 2000’s “Star of Hope.” The series will conclude next year with “Hope for Peace” for 2006.

Waterford Wedgwood USA is the U.S. subsidiary of Dublin, Ireland-based Waterford Wedgwood plc. With annual sales in excess of \$900 million, Waterford Wedgwood plc is the world’s largest and fastest growing luxury gift, crystal and ceramics company. In addition to Waterford, the Waterford Wedgwood plc family of premium lifestyle brands includes Wedgwood and Rosenthal.
