



WATERFORD® CRYSTAL

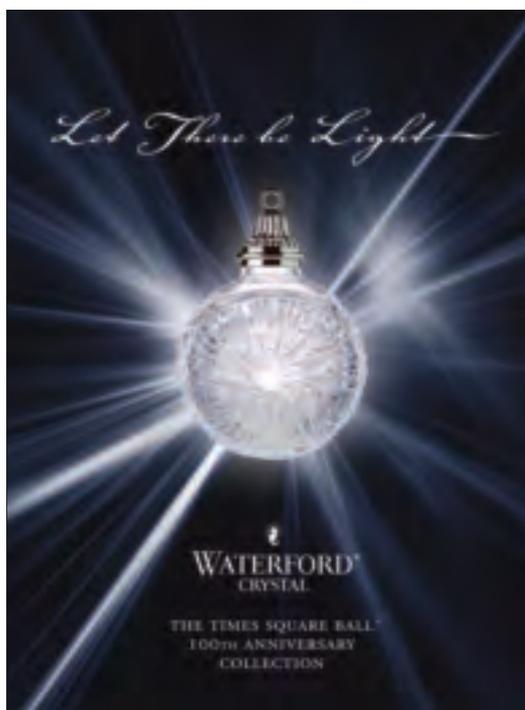
THE MARKET

Synonymous with luxury and good living, Waterford Crystal is the world's leading brand of premium crystal. The Waterford company mission, "To Delight the World with Beautiful Gifts," reflects the company's 250-year-old commitment to creating prestigious products whose classic designs transcend time yet resound with relevance for today's consumer.

The brand's reputation is such that consumers clearly regard Waterford Crystal as the best for self and gift purchase. Consequently, it's no surprise that Waterford's classic Lismore pattern has been the No. 1-selling crystal stemware pattern for more than 50 years.

Waterford has become a household name in virtually every corner of the English-speaking world. Independent research reveals Waterford is a highly regarded luxury brand of beauty, quality, and significance that enjoys the respect of the consumer and the industry alike.

With a timeless reputation providing a secure foundation, Waterford employs its classic design



aesthetic to create contemporary-styled products that appeal to and attract young influentials and brand loyalists alike — a most desirable consumer segment for the luxury goods market.

Waterford also values the contributions of the bridal consumer to the continued strength of the brand. Bridal purchases not only carry on the crystal tradition, but also initiate youthful consumers to the Waterford way of elegant casual living and sophisticated entertaining.



From New York's Bloomingdale's to London's Harrod's, the great department stores of the world are proud to include Waterford among the treasures they offer to customers seeking the epitome of elegance and style.

ACHIEVEMENTS

From the family table to the world stage, Waterford Crystal creations are never far from the spotlight.

Waterford Crystal chandeliers enhance the beauty of Westminster Abbey and define the dignity of the State Apartments at Dublin Castle, the Governor's Mansion in Maryland, and the Australian Houses of Parliament. The lights of Waterford chandeliers shine on the stars at the John F. Kennedy Center for the Performing Arts in Washington, DC, and Dublin's National Concert Hall.

Waterford often finds itself within reach of the seats of power. A Waterford Crystal centerpiece graced the coffee table in the Oval Office

of the White House during John F. Kennedy's presidency. President Ronald Reagan kept jelly beans in a specially designed Waterford centerpiece on the table during Cabinet meetings.

Nearly 75 sporting events award Waterford trophies. World champions including Tiger Woods, Michael Schumacher, Jack Nicklaus, Steffi Graf, David Chapman, and Pete Sampras have each received a Waterford Crystal trophy. Venerated world figures such as Nelson Mandela, Prince Charles, Mother Teresa, and every U.S. president since Dwight D. Eisenhower have also been recognized by an award of Waterford Crystal.

As a brand with worldwide recognition, Waterford was chosen to create the scintillating crystal ball that was lowered in Times Square New York on New Year's Eve 1999 to mark the passing from one millennium to the next. The Times Square New Year's Eve Ball by Waterford has been the focal point of each New Year's Eve celebration in New York City ever since.

HISTORY

The year was 1783. In the busy port of Waterford, Ireland, George and William Penrose succeeded in producing crystal with unparalleled sparkle, brilliance, and purity of color. Word of the brothers' artistic achievements spread, and merchant ships were soon sailing regularly from Waterford filled with cargo of crystal bound for Spain, the West Indies, New York, New England, and Newfoundland.

In 1851, the original factory closed, but Waterford Crystal had already acquired the reputation that has transcended the intervening centuries. In 1947, a rekindled postwar passion for Irish art



and traditional patterns made famous by the artisans of Waterford became the design basis for the products of the new Waterford Crystal.

Production increased tremendously through the 1960s and '70s, a direct reflection of increasing

demand. By the 1980s, Waterford had become one of the world's largest producers of hand-crafted crystal.

As the century closed, Waterford acknowledged the consumer trend toward less formal crystal, and carefully extended the brand with new collections including Marquis by Waterford, the renowned Millennium Collection, Waterford Holiday Heirlooms, and Waterford Fine China.

Waterford Crystal today preserves its strong links with deep history as it continues to forge bonds that reach across the continents. Through initiatives and partnerships with like-minded craftspeople around the world, Waterford maintains the same dedication to purity of color, design inspiration, and pursuit of the highest possible quality standards.

THE PRODUCT

The beginnings of glass making are lost in the mists of time, but there is sufficient archaeological evidence to show that glass making existed in Ireland as far back as the middle 13th century.

At Waterford, the crystal-making process has changed little from medieval times. Silica sand, red oxide, potash, and other trace elements are mixed into a batch and brought to a temperature of 1,400° centigrade for 36 hours to produce the molten crystal ready for blowing.

Technological advancements in forming and cutting, unfathomable to the master craftsmen of 1783, now produce a computer-controlled purity of mix and sophistication in design and cut that would have been unachievable through 18th-century methods. However, Waterford is proud to produce many pieces that are mouth blown and cut by our master craftspeople — artisans who have acquired their unique skills through a five-year apprenticeship. Their cutting demonstrates a process little changed over centuries of practice.

As the Waterford brand extends into other fine products for the home, every effort is made to ensure that Waterford products — whether executed in sparkling crystal, fine bone china, sterling silver, or pure cotton — are worthy of the Waterford name and heritage, and of only the finest quality.

RECENT DEVELOPMENTS

The creators of “America’s crystal” continue to deliver superior design guided by the tastes and lifestyles of its customers.

Waterford Crystal has teamed with internationally acclaimed designer Marc Jacobs to introduce the Marc Jacobs Waterford brand of Fine Dinnerware, crystal, and tabletop giftware. With the introduction of Waterford Bed & Table Linens, Silver Flatware and Giftware, Holiday Heirlooms, Fine Writing Instruments, and designer names that include John Rocha and Jasper Conran, Waterford is presenting exciting new concepts and designs for



today’s market while preserving and advancing the Waterford cachet.

PROMOTION

Waterford strives to create products with distinction, value, and integrity — an ability strengthened by a long history of commitment to the brand. As a synonym for recognized quality, Waterford is proud to be associated with people, places, and events that echo and enforce that assessment.

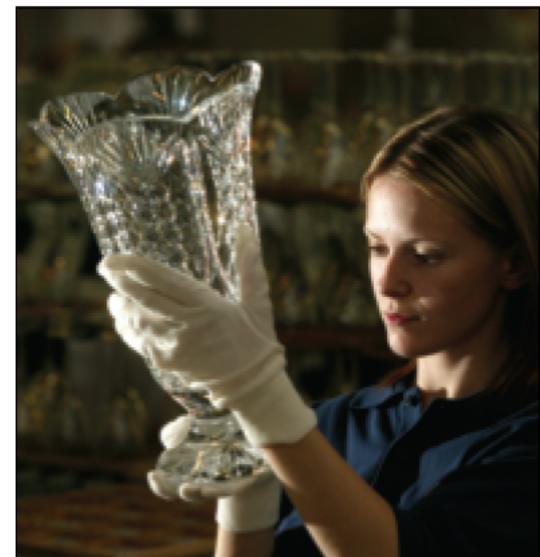
Waterford Crystal, creators of the spectacular crystal ball that has descended on the “crossroads of the world” since the millennium celebration on New Year’s Eve 1999, will celebrate the 100th anniversary of the ball drop with “Let There Be Light,” a magnificent new ball design for 2008 and the equally dazzling Times Square Ball 100th Anniversary Collection by Waterford Crystal.

With commemoratives celebrating golf’s Ryder Cup, baseball’s World Series, and football’s Super Bowl, Waterford continues to be progressive in pursuing designer affiliations and licensing partnerships.

Waterford sister companies Wedgwood, Royal Doulton, and Rosenthal have partnerships with Bulgari, Andy Warhol, Vera Wang, Kelly Hoppen, Emeril Lagasse, Barbara Barry, and Disney, strengthening a prestigious company portfolio.

BRAND VALUES

To create and provide imaginative products of timeless beauty that enhance the celebrations of life’s moments of joy, Waterford continually revisits its core brand values for affirmation and



inspiration. Through customer dedication, distinctive design and craftsmanship, creative and enthusiastic people, sustained innovation, and a commitment to the community, Waterford will continue to “Delight the World with Beautiful Gifts” for many generations.

THINGS YOU DIDN'T KNOW ABOUT WATERFORD

- Waterford Crystal promises, “We Never Discontinue a Waterford Crystal Stemware Pattern.” This guarantee ensures that consumers will always be able to acquire that special wine glass, champagne flute, or water goblet, whether seeking a replacement or broadening their collection.
- The Waterford Crystal family of brands maintains its position as the leader in luxury crystal goods in the United States, capturing more than 39 percent of the total premium crystal market.

