



WWRD ANNOUNCES THE START OF A NEW ERA FOR CRYSTAL MANUFACTURING IN THE CITY OF WATERFORD

25 January 2010: WWRD Group Holdings Limited, the leading luxury goods group which owns and operates the Waterford Crystal, Wedgwood and Royal Doulton brands, is delighted to announce that it has signed an agreement with Waterford City Council to open a brand new Waterford Crystal manufacturing facility, retail outlet and visitor centre in the heart of Waterford city.

WWRD will employ approximately 80-90 full-time staff at the facility, a number of whom will be highly skilled local craftsmen. In addition, a further 30-40 temporary staff will be employed according to seasonal demand. The new Waterford Crystal Prestige Manufacturing Facility, which is scheduled to open in June 2010, will exclusively produce approximately 40,000 hand-crafted high-end pieces using traditional methods for our most discerning customers and for the hundreds of thousands of tourists who will come to visit the new facility. The facility will be based in the former ESB regional office and its surrounding buildings at The Mall, an historic street in the centre of Waterford city. The Council will retain ownership of the site, with WWRD responsible for all operational aspects of the venture.

Pierre de Villeméjane, CEO of WWRD, said: "WWRD is thrilled to be a part of the long and distinguished history of crystal manufacturing in Waterford. The incomparable and iconic brand of Waterford Crystal continues to be coveted the world over and it is vital that its heritage of craftsmanship and design remain firmly rooted in Waterford. We are therefore committed to working with Waterford City Council to ensure that crystal manufacturing in Waterford continues uninterrupted from now onwards. We sincerely hope that this will prove to be a crucial step on the road to recovery for the city and the region."

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