



NEW COMPANY, WWRD HOLDINGS LIMITED, FORMED TO ACQUIRE CERTAIN ASSETS OF WATERFORD WEDGWOOD WORLDWIDE

PIERRE DE VILLEMÉJANE NAMED CHIEF EXECUTIVE OFFICER

London, UK (March [26], 2009) – KPS Capital Partners, LP (“KPS”), a New York based private equity firm, announced today that WWRD Holdings Limited (“WWRD Holdings” or the “Company”), a new company formed by KPS, has acquired certain assets of Waterford Wedgwood Plc (together with all subsidiaries, “Waterford Wedgwood”).

The transaction is global in scale, involving the purchase of certain Waterford, Wedgwood and Royal Doulton assets in the United Kingdom, the United States and Canada, the purchase of intellectual property in Ireland, and the purchase of the shares of certain of Waterford Wedgwood and Royal Doulton’s subsidiaries, including in Japan, Indonesia, Hong Kong, Taiwan, Singapore and Australia.

KPS also announced that Pierre de Villeméjane has been named Chief Executive Officer of WWRD Holdings. Mr. de Villeméjane was previously Chief Executive Officer of Speedline Technologies, Inc., a KPS portfolio company, prior to its successful sale to Illinois Tool Works, Inc. Prior to Speedline, Mr. de Villeméjane held a number of management positions in the United Kingdom and France, including at L’Oréal, the leading French cosmetics group, where he demonstrated leadership in branded products management. The senior management team of WWRD Holdings will consist of executives from Waterford Wedgwood, including Anthony Jones, Moira Gavin, and Ralf Kuhn.

Michael Psaros, a Managing Partner of KPS, said: “This is a new day for Waterford Wedgwood. As a new company created and owned by KPS, with an accomplished new CEO, and a new capital structure, WWRD Holdings is the leading enterprise in the luxury home and lifestyle industry worldwide. The Company launches with legendary brands, global scale and a rock-solid balance sheet unencumbered by Waterford Wedgwood’s approximately €800 million (US\$1 billion) of legacy liabilities. Further, WWRD Holdings will have a leaner management structure, a materially improved cost structure and manufacturing footprint, and access to significant capital from KPS and its bank group to fund its growth.

Mr. de Villeméjane said: “This is the beginning of an exciting new era for WWRD Holdings. We look forward to building on the Company’s world-renowned brands and incomparable heritage, premier designers and strong customer relationships. No other company in this dynamic sector has a comparable breadth of products from classic to contemporary, and we intend to grow the business aggressively. Our exclusive focus will be on providing our customers with the most innovative, fashionable and quality products in the world.”

With the strength of its new balance sheet, WWRD Holdings will be focusing immediately on ramping-up its production capacity and supply chain in order to meet the demand of Waterford, Wedgwood and Royal Doulton’s loyal and dedicated users. The company will also accelerate the launch of exciting new products and collections that will be presented at the New York Spring Tabletop show from April 21st to April 24th.

Mr de Villeméjane added: “We intend to grow the company organically and through acquisition, leveraging our capital strength and the pre-committed acquisition facility contained in our bank financing. We believe that our primary competitors are generally undercapitalized and regionally focused, presenting a significant opportunity to consolidate the industry worldwide.”

About WWRD Holdings

WWRD Holdings is the leading provider of luxury home and lifestyle products sold worldwide under a number of well-recognized brands, including Waterford, Wedgwood, Royal Doulton, Royal Albert, Minton and Johnson Brothers. WWRD Holdings maintains unique licensing arrangements with some of the most high-profile innovators in the home and lifestyle market, including Vera Wang, Jasper Conran, John Rocha, Monique Lhuillier, Barbara Barry, Gordon Ramsay, Martha Stewart, and Michael Aram. WWRD Holdings’ products are distributed through premium department stores and independent retailers and wholesalers around the world including the United States, United Kingdom, Japan, Canada, Australia and Ireland. WWRD Holdings has over 3,700 employees worldwide.

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