

THE
ROYAL DOULTON
COMPANY

Press Release

April 2007

DINE BENEATH THE STARS...
Re-Introducing Moonlight Rose Dinnerware

New York, NY – Royal Doulton's Royal Albert brand has announced it will re-launch **Moonlight Rose** in response to consumer demand. First introduced in 1988, **Moonlight Rose** is a sister pattern of Royal Albert's most famous pattern, Old Country Roses. On the eve of its' 20th anniversary, **Moonlight Rose** is starting to bloom, with plans for giftware in the works for late 2007.

The romantically elegant pattern features rich shades of blue and indigo roses set atop a brilliant white, bone china background. A stylish Montrose Shape is trimmed in 22-carat gold stippling, a hand-painted decoration that is luminous against the hues of blue and pure transparency. Classic and sultry, **Moonlight Rose** will make even takeout feel like a special occasion.

Says Art Bylin, President and CEO of Royal Doulton North America, "Over the past year we offered **Moonlight Rose** in limited distribution and had such a positive reaction we decided to reintroduce the dinnerware pattern and have plans for giftware later this year. **Moonlight Rose** is reminiscent of the Old Country Roses pattern but it utilizes vibrant blue colors for a look and feel that is completely different. The pattern will be very easy to adapt to any home décor."

Royal Albert's success has been widely based on combining beautiful and romantic floral designs. **Moonlight Rose's** pattern is unique, displaying bright blooms in a different manner. Inspired by the subdued colors cast from the moonlight on a clear night, **Moonlight Rose** awakens the night with its' passionate range of blues.

Make every evening a night to remember with **Moonlight Rose** dinnerware, \$142 for a 5-Piece Place Setting.



For further information please contact:

Hanna Shin
Royal Doulton USA
732-357-2434
hshin@royaldoultonusa.com

Kirsten Steglich
PaulWilmotCommunications
212-206-7447 ext. 17
ksteglich@greatpress.com

#