

THE
ROYAL DOULTON
COMPANY

Press Release

April 2007

OLD COUNTRY ROSES MAKES ENTERTAINING EASY
Introducing New Old Country Roses Giftware for Every Occasion

New York, NY – Every year Royal Doulton's Royal Albert brand produces over 50 new Old Country Roses giftware items to meet consumer demand. A best selling pattern for over 45 years, Old Country Roses has developed new collections within the pattern to best personalize the pieces for each individual consumer. This year, Royal Albert is introducing new giftware pieces to its' **Classic Gifts**, **Fun with Food** and **Fluted Collection**.

Composed of porcelain and displaying the famous signature vibrant rose decoration and hand-painted 22-carat gold stippling, Royal Albert is adding two new gift items to its' **Old Country Roses Classic Gifts** collection - a **Ring Holder** and **Business Card Holder**. The collection is named for its' practical gift items that are also beautifully decorative, and like the name implies, the collection is classic in design, timeless in décor and functional as everyday gift items.



Ring Holder



Cottage Teapot

Helping to make food preparation and entertaining look better than ever, three new gift items join the **Old Country Roses Fun with Food** collection. Utilizing unique designs and shapes, the porcelain **Ornate Teacup & Saucer** and **Cottage Teapot** is sure to be a hit among the Old Country Roses tea set collectors and will make a lasting impression when given as a gift. Textured edges and sculpted roses join the rose decoration and 22 carat gold trim, adding character to the fun loving items. The **Set of Three Canisters** will help clear off counters and create a space that is warm, energetic and playful.

Fans of the **Old Country Roses Fluted Collection** will delight in the five new gift items. The streamlined shapes and elegant detail makes the functional serving pieces always appropriate for any dining and entertaining occasion. From the everyday items like the **Set of Two Mugs** and **Fluted Cookie Jar**, to necessities for special gatherings like the **Serving Tray** and **Serving Bowl**, to the **Set of Two Candlesticks**, the perfect touch of ambience, the new **Old Country Roses Fluted Collection** giftware makes convenience look better than ever.



Fluted Cookie Jar

Says Art Bylin, President and CEO of Royal Doulton North America, "Every year we are able to extend current Old Country Roses collections for collectors of all ages. There are Old Country Roses giftware collections for every, single room in the home offering products that are both functional and decorative. We believe our new giftware extensions simplify consumer's lives without compromising style, design and quality."

New Old Country Roses giftware prices range from \$40 - \$186.

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

#