

Licensing Agreement for Tableware signed by Benetton and Rosenthal

BENETTON DRESSES THE TABLES OF THE WORLD

Ponzano, 19th February 1999. In the next few months, our tables will be putting on United Colors of Benetton, thanks to a Licensing Agreement between Benetton Group and the Waterford-Wedgwood-Rosenthal Group which has led to the creation of a collection of tableware, kitchenware and giftware. The new products, to be known as "Tableware of Benetton", will be launched on February 19-23, 1999 at the "Ambiente" Trade Fair in Frankfurt, the most important event of its kind in the world.

UNITED COLORS
OF BENETTON.

Rosenthal AG will produce and distribute a collection which uniquely interprets the Benetton philosophy and colors. "There could have been no more suitable partner for Rosenthal than Benetton for the development of a collection of young, original tableware and gifts. With its distinctive style, Benetton is able, more than anyone else, to arouse the enthusiasm of young customers, who are oriented towards the latest trends and the allure of color. We have contributed to this collection with our many years of know-how and our quality", says Ottmar C. Küsel, Chief Executive and President of Rosenthal AG.

The "Tableware of Benetton" collection features a design in which color is the keynote. A large colored circle - sometimes incomplete and frequently offcentered - exalts the clean, essential lines of the traditional pure white porcelain. Eight colors are used, four of which bright (yellow, orange, acid green and blue) and four softer, more neutral shades (grey, chocolate, light blue and sand). The apparently random, asymmetrically placed circles and the variety of colors offer an endless range of combinations to give the table a uniquely imaginative appeal.

"Tableware of Benetton" is more than just plates: There are also glasses, cutlery, plastified placemats, paper napkins, candles and candleholders, kitchen accessories and other household articles that pick up the colorful fantasy theme.

Already from this Spring, which is now almost upon us, the "Tableware of Benetton" collection will go on sale at traditional specialized retailers and department stores as well as trend-oriented outlets such as design shops and gift boutiques. In the future, "Tableware of Benetton" will move beyond the European borders of Europe to become available almost everywhere around the world. By targeting the young segment of the market, a characteristic of all Benetton's products, "Tableware of Benetton" will be sold at accessible prices. However, the universally acknowledged prestige of Rosenthal porcelain is a guarantee of quality and attention to detail of this new range of products.