



Oneida Appoints Timothy J. Shine As Head Of Consumer Division

ONEIDA, NY - October 24, 2007 - Oneida Ltd. today announced it has appointed Timothy J. Shine as President of its Consumer division, a new position. Shine was previously Senior Vice President of Sales and a member of the executive leadership team at Westpoint Home, Inc. At Oneida, Shine will be responsible for all aspects of the company's global consumer business and will report to CEO James E. Joseph.

"Tim is an outstanding leader with extensive experience in the consumer sector, and we are very pleased to welcome him to Oneida," said Jim Joseph, CEO of Oneida. "His experience in the home sector of the consumer business will be immensely valuable to us as we continue to extend the Oneida brand into new consumer markets."

"Oneida has one of the strongest, most recognized brands in the consumer tabletop industry, and that is a tremendous asset in the intensely competitive consumer market," said Shine. "I am truly excited about Oneida's growth prospects in the consumer sector, and I am looking forward to working with Oneida's outstanding team to enhance our industry-leading market position."

Shine worked for 25 years with Westpoint Home, a New York City-based home-textiles company with sales to consumer and hospitality customers, and held a variety of key positions within the company. In his role as Senior Vice President of Sales, he served as one of the company's top executives and reported to the Chief Executive Officer. Among his notable accomplishments in this role was the development of the company's Rachel Ray home textile line. He is a graduate of Boston College.

"On a broader level, Tim's appointment underscores the tremendous strides Oneida has made this year in building its business," Joseph continued. "We have a strong portfolio of brands, strong relations with long term customers, a state-of-the-art supply chain and logistics platform and an award-winning website. We have solid momentum in our business and a great team across the board."

About Oneida

Incorporated in 1880, Oneida Ltd. is one of the world's largest design, sourcing and distribution companies for stainless steel and silver-plated flatware for both the consumer and foodservice industries. In North America, it is the largest supplier of dinnerware to the foodservice industry. Oneida sells under a number of well recognized brands and trademarks; (R)ONEIDA, (R) SANT'ANDREA, (R)WATERFORD, (R)WEDGWOOD, (R)SCHONWALD, (R)NORITAKE, (R) JULLIARD, (R)MICHELANGELO, (R)EASTON, (R)WM. A. ROGERS, (R)COMMUNITY, (R) DELCO, and (R)REGO. Additional information about Oneida can be found at www.oneida.com.

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