



## **Oneida Opens New Tableware Outlet Store at Kittery Premium Outlets**

### **Leading Tableware Design Company Brings New Concept Store to Kittery, Maine, Just in Time for Holiday Shopping**

Kittery, ME - November 15, 2007 - Oneida Ltd., a leading tableware design company, announced today that it is hosting the grand opening of its brand-new outlet store at the Kittery Premium Outlets, December 6-10. Just in time for the holidays, the new store will make table-setting easier than ever with a comprehensive selection of the latest designs in flatware, dinnerware and tabletop accessories to add a touch of style to the home. At the company's only store location in New England, shoppers can also enjoy a wide array of holiday gift options including serving pieces, winter themed gift sets and eye-catching accessories at discounted prices directly from Oneida.

The Kittery outlet was designed by JGA Design, a Detroit-based retail design and architectural firm, which has worked with such brands as Coca-Cola, Jaguar and Saks Department Store Group.

"We're changing the shopping experience with this new outlet store," said Dick Tudman, Director of Retail Operations, Oneida. "We want shoppers to be creative and interact with the merchandise so they can envision how it would look in their home. For the first time, we are displaying flatware horizontally to show how it would really look on the table rather than on vertical displays. We'll also have a wide selection of tabletop accessories off the shelves and out in the main retail area. It's all about creating an easy, fun shopping experience."

In addition to the product in the store, shoppers can access computer kiosks on site that enable them to search Oneida's inventory online, arrange patterns on a "Virtual Tabletop" feature to get a feel for style options, and order items that may not be in the store.

"We are continually looking for ways to improve our stores and reach new customers," said Jim Joseph, CEO, Oneida. "We selected Kittery for our new location because Kittery Premium Outlets has a track record of retail success. We look forward to simplifying and reenergizing the home shopping experience for our customers."

As part of the grand opening celebration, Oneida is giving away kitchen sets valued at \$1,000 each to lucky winners on select days in December. Oneida will also have tableware experts on the floor as consultants for customers who need design advice. For more information about store hours and directions, call the store directly at 207-438-9105 after December 6.

#### **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)JUILLIARD, (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](http://www.oneida.com).

Contacts:

Jill Wallis  
Cohn & Wolfe  
212.798.9837  
jill\_wallis@cohnwallis.com

Andrew G. Church  
Chief Operating Officer  
Chief Financial Officer  
Oneida Ltd.  
315.361.3718