



## **Spiegelau Announces Oneida Partnership Combined Quality Brands Make for a Strong Portfolio**

December 19, 2007: Maximilian Riedel, CEO of Spiegelau U.S.A. has appointed Oneida Global Foodservice, a division of Oneida Ltd., as its exclusive sales, marketing and distribution partner for the foodservice segment throughout the United States. This will enable a high level of market penetration in the food service and hotel industry for this already popular, premium restaurant stemware brand.

"This agreement allows Oneida to continue bringing world class, high value added products to our customers and enables us to enhance the presence of Spiegelau in synergy with our current luxury brand portfolio," says Foster Sullivan, President of Oneida Global Foodservice. "Partnership with Spiegelau is a tremendous achievement, which significantly augments Oneida's premium brand strategy."

"Spiegelau's proprietary Platinum Glass process has made it a preferred brand with restaurants and hotels seeking style, quality and durability for their tabletop," says Maximilian Riedel. This Platinum Glass process, which eliminates impurities and removes all imperfections in the glass, is why such top restaurants as Chateau Marmont in Los Angeles, StripSteak at Mandalay Bay in Las Vegas and Bouley in New York, are huge fans of the stemware. Spiegelau was part of Riedel's acquisition of F.X. Nachtmann in 2004 and two years later, Spiegelau U.S.A. was launched in response to the great demand generated by the Riedel Group. Today, Spiegelau is sold in 87 countries, and is a top glassware brand across the world, leading the market in such countries as the US, Japan, France and even Germany.

Oneida, Ltd. is a major supplier of flatware, dinnerware and glassware. Their brands can be found in thousands of restaurants across the country. For many years, Oneida has been a dominate force in the food service industry and is one of the most recognizable brands.

The collective strength of Spiegelau and Oneida in the marketplace will make for a very powerful combination that is sure to capitalize on distribution relationships. The Spiegelau brand will be a key component to Oneida's premium strategy that will compliment their portfolio. This exclusive partnership will begin on January 1, 2008.

For more information on Oneida, please contact: Andrew Church, Chief Operating Officer & CFO , 315-361-3000