



Oneida Ltd. Reaches Agreement to Sell its Business in Australia

Agreement includes licensing of Oneida trademarks

ONEIDA, NY – February 27, 2008 – Oneida Ltd. today announced that it has reached an agreement to sell its business in Australia to McPherson's Limited, a leading consumer products company based in Sydney, Australia. As part of the sale, Oneida also has agreed to license certain trademarks to McPherson's for its exclusive use in Australia and New Zealand. The financial terms of the transaction were not disclosed.

James E. Joseph, president and chief executive officer of Oneida, said: "Our business in Australia has been very successful and our brands are well known. However, after a thorough analysis we determined that the best path for continued growth for the business would be to align it with a well established, diversified distributor of consumer products in the country. McPherson's is an outstanding company, and it will be an excellent platform for our brands."

Under the terms of the agreement, Oneida will also license its Oneida, Sant'Andrea and Viners trademarks to McPherson's. "We see excellent potential to license our brands to well-established regional companies in order to expand our geographic footprint and exploit new markets, and we expect licensing to be an important source of growth for Oneida in the future," Joseph added.

The transaction is expected to close on or about February 29, 2008. Upon completion, Gregory L. Woodhall, managing director of Oneida Australia, will be appointed head of Oneida's international foodservice division, a new position. He will be based in Oneida's Hong Kong office and will focus on Asia and the Middle East – the world's fastest growing foodservice markets.

"Greg is a highly capable individual, and we are very pleased that he will be leading our international foodservice business, which holds tremendous opportunities for growth and is a major strategic focus for the company," Joseph said.

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: ®ONEIDA, ®SANT'ANDREA, ®VINERS, ®WATERFORD, ®WEDGWOOD, ®SCHONWALD, ®NORITAKE, ®SPIEGELAU, ®JUILLIARD, ®MICHELANGELO, ®EASTON, ®WM. A. ROGERS, ®COMMUNITY, ®DELCO, and ®REGO. Additional information about Oneida can be found at www.oneida.com.

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