

Oneida Brand Voted Consumer Favorite

Captures top ranking in Tabletop sector in bi-annual industry survey

Oneida, NY – November 23, 2009 – Oneida Ltd., a global leader in designing the dining experience, today announced it was ranked as the number one tabletop brand in the 2009 bi-annual survey conducted by *Home Furnishings News*. The rankings recognize top brands in consumer familiarity and popularity. In addition to receiving first place in the tabletop category, Oneida was ranked 23rd among all housewares brands, jumping from 39th place in 2007.

“We are honored to receive this first-place ranking from one of the most demanding audiences anywhere – America’s housewares consumers,” said Oneida President and CEO James E. Joseph. “Consumer awareness for the Oneida brand has grown in the past two years, and our brand relevance owes much to the improved design and placement of our products, better packaging and merchandising and the ability of our website to engage consumers. This accomplishment reflects the success of our brand-licensing partners and the hard work of Oneida’s outstanding people.”

Oneida unveiled its new interactive website (www.oneida.com) in 2006 and has seen site visits jump 300 percent since then. The site recently received its third consecutive “BizRate Circle of Excellence” award from BizRate, a leading online shopping resource. The award is given to the top three percent e-commerce sites in the BizRate program each year (currently 5,000) that are recognized as the best online retailers in customer satisfaction.

The HFN Brand Survey tracks consumer responses to 411 brands and is conducted every two years by independent research firm TechSurveys.com. Brand awards are given across 12 product categories ranging from appliances and furniture to personal care products.

Oneida earlier this year completed one of the largest ever licensing agreements in the consumer tabletop industry, partnering with Robinson Home Products Inc. to distribute Oneida’s products in the flatware and dinnerware categories. The agreement extends a successful multi-year relationship under which Robinson has distributed Oneida products in the kitchen gadgets and cutlery segment. Oneida also distributes its bakeware and cookware products through a licensing agreement with Bradshaw International.

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, Oneida is the market share leader in the consumer flatware category and a leading consumer dinnerware designer and supplier. Oneida is also the largest supplier of dinnerware to the foodservice industry in North America. Oneida sells under a number of well recognized brands and trademarks: ONEIDA®, SANT'ANDREA®, WATERFORD®, WEDGWOOD®, SCHONWALD®, NORITAKE®, 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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