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ONEIDA AND WWRD END GLOBAL LICENSING AGREEMENT

New York, NY (May 1, 2012): Waterford, Wedgwood, Royal Doulton (WWRD) and Oneida Ltd. today announced that they have agreed to end their licensing partnership on August 1, 2012. The decision reflects a mutual desire by both companies to build their businesses within their own brand portfolios.

“Our relationship with WWRD has been very positive, and this decision reflects a natural evolution in our businesses,” said Steve Lefkowitz, Executive Vice President of Oneida Global Foodservice. “Oneida’s growth strategy in the hospitality sector mainly will rely on our own brand portfolio, and our design, production and distribution capabilities are in place to serve our customers.”

“We’ve enjoyed a long and successful relationship with Oneida,” said Jonathan Witmer, Group Vice President and General Manager, Hospitality Worldwide for WWRD. “However, with our new strategy and growth plans well underway, we needed to refocus and reinvent. The global growth of WWRD’s Corporate Hospitality Division underscores the importance of keeping our brands aligned across the markets, and we are committed to the needs of today’s global businesses and the highest levels of customer satisfaction.”

About WWRD: WWRD is the leading provider of luxury home and lifestyle products worldwide. WWRD manufactures, distributes and sells well-recognized brands including Waterford, Wedgwood, Royal Doulton, Royal Albert, and Johnson Brothers. WWRD maintains unique licensing arrangements with some of the most high-profile innovators in the home and lifestyle market, including Monique Lhuillier, Vera Wang, Jasper Conran, John Rocha, Donna Hay and Gordon Ramsay. WWRD products are distributed through premium department stores and independent retailers and wholesalers around the world, including the United States, the United Kingdom, Japan, Canada, Australia and Ireland. The company employs more than 3,000 people worldwide.

About Oneida: Oneida Ltd. is one of the world's largest designer and seller of stainless steel and silverplated flatware for the consumer and foodservice industries. It is also the largest supplier of dinnerware to the foodservice industry in North America. The company operates in the United States, Canada, Mexico and Latin America, Europe and Asia marketing and distributing tabletop products, which include flatware, dinnerware, crystal stemware, glassware and kitchen tools and gadgets. The company originated in the mid-nineteenth century and has since grown into one of the most recognized brands in the industry. Driven by devotion to design, Oneida prides itself on the finest quality products and modern, decorative and classic tableware collections. Please visit www.foodservice.oneida.com.