ONEIDA®

Oneida Ltd. to Expand Brand through Licensing
in Partnership with Brand Sense Partners

ONEIDA, NY (May 2, 2011) – Oneida Ltd., one of the world's largest designers and marketers of stainless steel flatware and dinnerware, has entered into an exclusive agreement with Los Angeles-based brand management and business development firm Brand Sense Partners LLC (bsp) . Oneida has engaged bsp to build upon its success in licensing and further develop and extend the Oneida brand into additional areas of the home on a worldwide basis.

Since 1880, Oneida has grown into one of the most recognized housewares brands in the world. Driven by devotion to design, Oneida prides itself on producing the finest quality products for the tabletop. With designs ranging from classic to modern, Oneida has a timeless appeal that will translate seamlessly into other areas of the home.

As the leader in licensing and brand management, bsp has a long and successful track record of helping brand owners manage their intellectual property more effectively and profitably. With an impressive portfolio of entertainment and consumer products clients, bsp focuses on identifying brands that are poised for additional growth.

"We are proud to align with bsp and their successful track record of working with leading consumer brands to find new growth opportunities through licensing," said Andrew Church, CFO and COO of Oneida Ltd. "We've seen strong momentum in our business, and by partnering with bsp we will be best equipped to put the right resources toward building and expanding our business even further."

"Oneida's storied heritage, brand awareness and outstanding commitment to design and quality over the past 130 years are just a few of the reasons why the brand has the credibility to grow its footprint within the home," said bsp President and CEO Ramez Toubassy. "We are focused on leveraging these attributes and extending the Oneida brand into new product categories on a worldwide basis. bsp is honored to be working with Oneida to help ensure that its business and its legacy continue to grow."

Under the direction of Vice President of Strategic Alliances, Austin Katz, bsp will develop a strategic growth plan to launch Oneida into new categories and territories. Categories available for licensing include, but are not limited to: kitchen appliances, home décor and accessories, textiles, bathroom accessories, kitchen carts/islands, lighting and tabletop cleaning products.

For companies interested in licensing opportunities with the Oneida brand, contact Austin Katz at 310-867-7222.

About Oneida

Oneida Ltd. is one of the world's largest marketers of stainless steel and silver plated flatware for both the consumer and foodservice industries. It is also the largest supplier of dinnerware to the foodservice industry in North America. Its operations in the United States, Canada, Mexico, the United Kingdom, and China market flatware products, dinnerware, crystal and glassware. The company originated in the mid-nineteenth century and has since grown into one of the most recognized brands in the world. Driven by devotion to design, Oneida prides itself on the finest quality products for its modern, decorative and classic tableware collections. www.oneida.com.

About BSP

Brand Sense Partners, LLC (bsp) is a pioneering brand management and business development firm that incubates, acquires and grows the world's leading brands. bsp's team of experts partner with the most forward thinking brands to help them grow their businesses & unlock hidden value; launch new brands that target unmet market needs; and acquire & re-engineer iconic brands to maximize growth potential. Headquartered in Los Angeles, bsp's portfolio consists of brands that span the consumer product, media, entertainment, retail and fashion industries. For more information, please visit www.bsp.com.

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