



**Oneida unveils new design driven tableware ranges that are emotionally resonant and enduring.**

**New York, NY – March, 2009** – Oneida, a global leader in designing the dining experience, continues the brand’s devotion to design and quality. Flatware and Dinnerware introductions this spring blend form with contour and color with fashion, defining timeless styles that resonate with today’s consumer.

This spring at the International Home and Housewares Show, March 22-24, Oneida will be showcasing its new, and current housewares flatware offerings. “We link the consumers’ sense of style to three intuitive design categories, modern, classic, and decorative”, said Paul Gebhardt, global head of Oneida’s design team. “Drawing inspiration from architecture, the culinary arts, nature, and popular culture, our designers capture the imagination of the consumer by connecting with her lifestyle,” said Gebhardt.

Oneida also leverages design to build its housewares dinnerware business. “We frame our dinnerware business into three essential categories: solid color, fashion design, and whiteware”, said Tim Shine, President of Oneida’s consumer division. “We continue to build the Culinaria line of solid color dinnerware with new table items and bake and serve. Our fashion dinnerware introductions this spring are on trend and exciting, and whiteware draws inspiration from casual lifestyles as well as the influence of the professional chef”, said Shine.

At this year's show, Oneida is highlighting flatware and dinnerware introductions that embody the brand's devotion to its consumer:

### Housewares Flatware

- **Ensemble** Soft and curvaceous, Ensemble blends clean, modern, flowing surfaces with timeless shape. Complementing today's casual lifestyle, this design brings elegance to a youthful tabletop.
- **Physique** A transitional pattern that blends classic and modern, Physique's shape is clean and toned, and connects with both classic and modern lifestyles.
- **Slide** Smooth and fluid, Slide is pure form. It adds drama to its rounded two-tone handle with a dramatic plunging transition.
- **Optimus** Optimus is a true classic shape. From its jewel like detail at the bowl, the handle flares outward dramatically to form a clean trumpet shape.

### Dinnerware

The essence of color, texture, form, and decoration are translated within the Oneida dinnerware introductions.

- **Waldon** Nature holds the key to Waldon's aesthetic with intellectual cognitive and even spiritual vision. Modern and stylized this design evolves nature's artistic diversity.
- **Adriatic** Soft liquid blue, Adriatic features a textural glaze that gradually dissolves into softer tones of blue. Unique shapes define this organic line.
- **Windance** Eclectic and illustrative, Windance values nature, sustainability, and subtle effect.

## 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; (R)ONEIDA, (R)SANT'ANDREA, (R)WATERFORD, (R)WEDGWOOD, (R)SCHONWALD, (R)NORITAKE, (R)JUILLIARD, (R)MICHELANGELO, (R)EASTON, (R)WM. A. ROGERS, (R)COMMUNITY, (R)DELCO, and (R)REGO. Additional information about Oneida can be found at [www.oneida.com](http://www.oneida.com).

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