



Oneida Ltd. and Waterford Wedgwood plc Announce Foodservice Alliance to Create Luxury Tabletop Brand Portfolio

Collaboration Creates New Product Development and Design Powerhouse

NEW YORK, March 8, 2007 (PRIME NEWSWIRE) -- Oneida Global Foodservice, one of the largest foodservice tabletop companies in the world, today announced a global marketing and licensing agreement with Waterford Wedgwood plc, the international leader in luxury lifestyle brands. The alliance will provide the worldwide hospitality industry with access to a best-in-class luxury brand portfolio, including Waterford Crystal and Wedgwood fine dinnerware, and to a unique design partnership that will offer highly-tailored fine dining solutions.

As part of its focus on major growth opportunities, Oneida will leverage its market expertise and integrated global supply chain to bring the world-renowned Wedgwood and Waterford brands to the highest-end hotels, restaurants and cruise line operators in the Americas, Middle East-Africa, and Asia-Pacific. It will also be responsible for developing new opportunities for Waterford in Europe. In addition, Oneida and Waterford Wedgwood plc will establish an unprecedented design collaboration to create new elegant dining options and capitalize on trends in the culinary sector.

"Internationally, the opportunity for luxury products is booming due to an expanding market in premium hotels and restaurants," said Jim Joseph, President of Oneida Ltd. "By complementing our existing brands with the addition of the Waterford Wedgwood luxury portfolio, Oneida is well positioned to exploit these exciting market opportunities through its global sales, manufacturing and regional distribution capabilities. We're excited to show the power of our combined design expertise and the reach of our integrated supply chain to take fine dining in the food service industry to a whole new level."

"This agreement builds on our strong history with Oneida and its sales and distribution expertise and will present significant new worldwide business opportunities for Waterford Wedgwood's luxury portfolio in the foodservice sector," said Moira Gavin, Chief Executive Officer, Wedgwood plc. "We believe Oneida is the right partner to expand our global foodservice tabletop sales platform to the next level while bringing in a new, concerted design approach specifically to meet the ever changing demands of the hospitality food industry."

Oneida has managed the design, manufacturing and distribution process for Wedgwood flatware (cutlery) since 1999. Oneida Global Foodservice was created by Oneida Ltd. in November 2006 to focus on global customer service and tabletop solutions for the foodservice industry.

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, Australia, 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.

About Waterford Wedgwood plc

Waterford Wedgwood plc is one of the world's leading luxury lifestyle companies with exquisite brands including Waterford Crystal, Wedgwood, Royal Doulton and Rosenthal. Established by the merger of Waterford and Wedgwood in 1986, Waterford Wedgwood plc has a tradition of innovation, craftsmanship, quality and timeless design excellence making it uniquely positioned to meet the demands of today's consumers.

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