



Oneida Ltd. Increases Volume and Gains Market Share in Fine Flatware Segment Despite Industry Slowdown, According to NPD

Market leader's designs dominate the industry with the top 5 best selling fine patterns

NEW YORK, April 25, 2007 -- Oneida announced today that it gained market share in the fine flatware segment for the rolling twelve month period ending February 2007. According to the NPD Group, one of the housewares industry's leading market research and marketing information companies, Oneida's fine flatware volume increased 5%, which translates into a 2% share gain during the twelve month period ending February while industry volume declined 5% during the same period. This share data is based on total retail sales dollars for all product configurations across all sales channels.

Furthermore, NPD reported that during the same period, Oneida earned the distinction of having the top five patterns included in the industry's list of top 10 selling fine flatware patterns. These top five patterns were Michelangelo®, Satin Garnet™, Chandler™, Juilliard® and Stafford™. Oneida's designs accounted for 9 of the top 20 best selling fine patterns, also according to NPD. Overall, Oneida's industry leading retail market share was 21% for the twelve month period ended February 2007.

"We're very pleased with the retail shelf space and dollar share gains we've earned during the past year and confidently expect the trend to continue as our new product designs and new merchandising programs are introduced by our retail partners throughout the year", commented James E. Joseph, Oneida's President.

About Oneida

Oneida Ltd. is one of the world's largest marketers of stainless steel and silverplated 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 Australia market flatware products, china dinnerware, crystal and glassware items. 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 and modern, decorative and classic tableware collections.

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