



## Oneida Recognized As A Top Online Retailer

### BizRate Ranks Oneida Ltd. Among Top Online Retailers in Customer Satisfaction

ONEIDA, NY - October 18, 2007 - Oneida Ltd., a leading source of flatware, dinnerware, crystal and metal serveware for both the consumer and food service industries worldwide, today announced it is a recipient of BizRate Research's 2007 Circle of Excellence Platinum Award. The award recognizes the best online retailers in customer satisfaction, as judged by each retailer's previous online customers.

"We have been receiving an enormous amount of positive feedback since revamping our Web site last year," said Amy Gebhardt, Director of Web Marketing for Oneida. "I think the site demonstrates the high standard Oneida places on customer service and I am thrilled to see that our customers agree. We are honored to be a recipient of this award and hope in the future to join the select handful of consecutive winners."

Oneida relaunched its Web site in May 2006 to better serve customers and support its brand position. The site allows customers for the first time to view tabletop arrangements, search for patterns and place orders - all within a visually compelling and easy-to-navigate structure. The new site reflects a strong design emphasis, and a considerable amount of research into the taste preferences of customers. This research guided the design of educational components on the Web site, including an interactive lifestyle program teaching users how to connect with their preferred style of flatware and dinnerware from three categories - modern, classic and decorative.

The BizRate Research Circle of Excellence Platinum winners are representative of approximately the top five percent of retail Web sites participating in the BizRate Research Customer Certified Merchant Program. The top merchants are identified through a survey system on Shopzilla.com, utilizing the BizRate Smiley Scale™. Ranking is determined based on seven key satisfaction metrics including on-time delivery, repurchase intent and customer support. Oneida joined Lenox Group, QVC and Staples among 73 other recipients receiving this year's eighth annual award.

#### 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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