



Oneida Opens New Tableware Outlet Store at Dawsonville Mall, North Georgia Premium Outlets

Leading Tableware Design Company Unveils New Concept Store with Country's Largest Assortment of Oneida Tableware and Enhanced Shopping Experience

Dawsonville, GA - October 25, 2007 - Oneida Ltd., a leading tableware design company, announced today that it is hosting the grand opening of its brand-new outlet store at the Dawsonville Mall, North Georgia Premium Outlets, November 8 - 11. The new store will offer the largest assortment of Oneida dinnerware, flatware and tabletop accessories anywhere in the world. At the company's only store location in Georgia, shoppers can enjoy a vast array of tabletop styles and collections at discounted prices directly from Oneida.

The Dawsonville outlet is the first Oneida store designed by JGA Design, a Detroit-based retail design and architectural firm, which has worked with such brands as Coca-Cola, Jaguar and Saks Department Store Group.

"We're changing the shopping experience with this new outlet store," said Dick Tudman, Director of Retail Operations, Oneida. "We want shoppers to be creative and interact with the merchandise so they can envision how it would look in their home. For the first time, we are displaying flatware horizontally to show how it would really look on the table rather than vertical displays. We'll also have a wide selection of tabletop accessories off the shelves and out in the main retail area. It's all about creating an easy, fun shopping experience."

In addition to the product in the store, shoppers can access computer kiosks on site that enable them to search Oneida's inventory online, arrange patterns on a "Virtual Tabletop" feature to get a feel for style options, and order items that may not be in the store.

"We are continually looking for ways to improve our stores and reach new customers," said Eric Salus, Oneida Board Member and past president of Macy's and Macy's Home Store. "We selected Dawsonville for our new location because North Georgia Premium Outlets is one of the top 25 outlet centers in the nation with a track record of retail success. We look forward to simplifying and reenergizing the home shopping experience for our customers."

As part of the grand opening celebration, Oneida is giving away \$10,000 worth of tableware and kitchen accessories to lucky winners on select days in November. Oneida will also have tableware experts on the floor as consultants for customers who need design advice. For more information about store hours and directions, call the store directly at 706-216-5200 after November 1st.

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) JULLIARD, (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.

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