



Oneida Names Foster Sullivan President of its Foodservice Division

New York, New York – November 8, 2007 - Oneida Ltd. today announced that Foster Sullivan has been promoted to president of the company's foodservice division. Sullivan was previously a senior vice president and general manager of the foodservice division.

"Foster has led Oneida's foodservice business with distinction," said James E. Joseph, president and CEO of Oneida. "His promotion reflects the significant achievements the group has made in strengthening Oneida's customer relationships, expanding our premium and luxury brand portfolio and driving innovation through new product designs and categories. Oneida has a strong position in the foodservice business, and it is an important contributor to our growth."

Oneida is pursuing a strategy of penetrating the international upscale foodservice market by creating a premium brand portfolio to target the high growth four-, five- and six-star hotel, cruise and gaming segments. The licensing agreement signed with Waterford Wedgwood earlier in the year helped solidify Oneida's position within the super luxury hotel markets and created a robust pipeline of new product designs.

Prior to being appointed general manager of Oneida's foodservice division, Sullivan headed Oneida's hotel and gaming sales group. He joined Oneida in 1996, when Oneida acquired THC Systems, where Sullivan was a senior executive, and earlier in his career he held sales positions at the Edward Don Company, a leading equipment and supply distributor to the foodservice industry.

Sullivan said: "Oneida serves some of the biggest names in the hospitality, travel and gaming sectors – a global market that is expanding at the luxury high end. Oneida is one of the few companies that has the global presence to serve this market, and I believe our high quality products, innovative designs and renowned commitment to outstanding customer service will continue to distinguish us in the marketplace."

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.

Contacts:

Andrew G. Church
Chief Operating Officer
Chief Financial Officer
Oneida Ltd.
315.361.3718

Angela Tucciarone
Gavin Anderson & Company

212.515.1920