



Oneida Named To 'Hot 100' For 2007

Internet Retailer Magazine Names Oneida.com to List of Top Web Sites for 2007

ONEIDA, NY - December 12, 2007 - Oneida Ltd., a leading source of flatware, dinnerware, drinkware and cookware for both the consumer and food service industries worldwide, today announced it has been named to Internet Retailer Magazine's list of 'Hot 100' Web sites for 2007. The list distinguishes those sites which have taken a unique and proven successful approach to online retailing.

"We are excited to see our Web site receive such recognition," said Amy Gebhardt, director of web marketing for Oneida. "In just the past few months we have received several great awards including the Bizrate Platinum Circle of Excellence Award. As the holiday season approaches, our customers have the opportunity to utilize some of the great new features on our site to buy gifts for family or create a beautiful table setting for a holiday dinner."

The Oneida.com site was revamped in May 2006 to better serve customers and support its brand position. Since this time, online sales and site visits jumped 50 percent. 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. In preparation for the holiday season, all orders placed by Dec. 15th on in stock items are guaranteed Christmas delivery.

Working with Internet Retailer Magazine, RSR Research Firm selected Oneida.com to join CrateandBarrel.com and LillianVernon.com on the top 100 list. Citing Oneida.com as "cutting edge," RSR Research noted the Virtual Table Setting and Pattern Identifier tools on the site as being "both useful and intuitive." The 'Hot 100' list was released in the December issue of Internet Retailer Magazine.

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:

Angela Tucciarone
Gavin Anderson & Company
Tel: 212-515-1920

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