



## Oneida To Extend Its Brand Into New Consumer Product Categories

### Announces Licensing Agreement with Greystone to Market Oneida-Branded Kitchen Electric Products

ONEIDA, NY - March 14, 2008 - Oneida Ltd., the 128 year old tabletop company, and a leading source of flatware, dinnerware, drinkware, cookware, bakeware and kitchen gadgets for both the consumer and food service industries worldwide, today announced it has signed a licensing agreement with Greystone Brands Ltd. Under the terms of the agreement, Greystone will license the Oneida brand for use in marketing a wide range of small electrics products for home kitchen use.

"The agreement with Greystone is a great opportunity for Oneida to extend its brand into a new consumer category, which is an important element of our growth plan," said James E. Joseph, president and chief executive officer of Oneida. "We will continue to look for opportunities to expand Oneida's brand."

"Greystone is an ideal partner for us," said Tim Shine, president, consumer division of Oneida. "David Sabin and resources have an excellent track record of ingenuity, as evidenced by their former company's very successful introduction of the George Foreman grill. We are looking forward to working with them on Oneida's first-ever entry in the small electrics category."

Greystone Brands is a marketer of kitchen and personal care electrics. The company recently entered into a licensing agreement with Bugatti brands. The Oneida-branded products are expected to be available in the market in the fourth quarter of 2008.

"Greystone brands is excited to be able to develop innovative new kitchen electrics under the strong Oneida brand," said David Sabin, president of Greystone. "We look forward to the start of a great relationship with the Oneida organization."

#### 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)VINERS, (R)WATERFORD, (R)WEDGWOOD, (R)SCHONWALD, (R) NORITAKE, (R)SPIEGELAU, (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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