

FOR IMMEDIATE RELEASE

***LATEST INDUSTRY DATA SHOW DRAMATIC GAINS BY ONEIDA IN  
CONSUMER FLATWARE MARKET SHARE AND VOLUMES***

**Oneida Tops the Charts in Consumer Flatware Market**

**ONEIDA, NY – April 30, 2008** – Oneida Ltd., a leading source of flatware, dinnerware, drinkware and cookware for both the consumer and food service industries worldwide, today announced major market-share gains, as reported by The NPD Group, the leading provider of reliable and comprehensive consumer and retail information for a wide range of industries. Notable achievements for Oneida as recorded by NPD’s retail tracking service for the twelve month period ending March 31, 2008 included the following:

- Oneida was the top-ranked brand in flatware, with a 26.6 percent market share. Oneida’s market share in flatware increased by 2.7 points during the year - more than any other brand. Oneida also ranked as the number one brand in fine flatware, with a 20.1 percent market share.
- While sales volume in the flatware category was down 3.5 percent versus last year, Oneida increased its volume by 7.6 percent.
- In the casual-flatware category, Oneida increased its market share by 4.7 points, to 31.1 percent, the greatest increase of any brand. Sales volume in the category grew by just 2.4 percent industry-wide, while Oneida’s volume rose by 20.7 percent.
- Oneida had more patterns ranked in the top 10 by sales volume than any other brand. Oneida’s “Michelangelo” flatware pattern, which celebrates its 40<sup>th</sup> anniversary this year, ranked first in the entire fine flatware category.

“Oneida’s flatware brands have consistently been top sellers, and we are pleased to see that they have extended their gains over the past year” said Tim Shine, president of Oneida’s consumer division . “Our innovative designs, high quality and range of choices for all occasions continue to draw an excellent consumer response.”

About The NPD Group, Inc.

The NPD Group is the leading provider of reliable and comprehensive consumer and retail information for a wide range of industries. Today, more than 1,600 manufacturers, retailers, and service companies rely on NPD to help them drive critical business

decisions at the global, national, and local market levels. NPD helps our clients to identify new business opportunities and guide product development, marketing, sales, merchandising, and other functions. Information is available for the following industry sectors: automotive, beauty, commercial technology, consumer technology, entertainment, fashion, food and beverage, foodservice, home, office supplies, software, sports, toys, and wireless.

#### 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: ®ONEIDA, ®SANT'ANDREA, ®VINERS, ®WATERFORD, ®WEDGWOOD, ®SCHONWALD, ®NORITAKE, ®SPIEGELAU, ®JUILLIARD, ®MICHELANGELO, ®EASTON, ®WM. A. ROGERS, ®COMMUNITY, ®DELCO, and ®REGO. Additional information about Oneida can be found at [www.oneida.com](http://www.oneida.com).

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