



**Oneida unveils its bridal flatware “Patterns Forever” program, and adds oven-to-table designs to its new Culinaria dinnerware collection.**

**New York, NY – Oct. 21, 2008** – Oneida, a global leader in designing the dining experience, adds additional value to its bridal flatware collection with the launch of its newly defined, and unique to the industry, “Patterns Forever” program. Brides registering for a design in the Patterns Forever program can do so with the confidence that each pattern is guaranteed forever, and available for life. Oneida is the only flatware company to assure the bride in this way. “Patterns Forever adds significant value to our bridal flatware collection, and clearly enhances the consumer’s ownership experience”, said Tim Shine, President of Oneida’s consumer division.

This fall at the New York Tabletop show, October 22-24, Oneida will be showcasing its premium level flatware. “We link the bride’s sense of style to three intuitive design categories, modern, classic, and decorative”, said Paul Gebhardt, Oneida’s Sr. Vice President of Design. “Drawing inspiration from architecture, the culinary arts, nature, and popular culture, our designers please the imagination of the bride, and pay her respect with both quality and the best in class *Patterns Forever* pledge”.

Oneida also continues to build on the launch of Culinaria dinnerware. Culinaria is an extensive line of solid color dinnerware designed to inspire families nationwide to bring life to their table with a splash of color. This fall Oneida introduces oven-to-table designs into the

Culinaria line. “Culinaria is about the presentation and preparation of meals. With this new introduction, we marry the visual excitement of Culinaria dinnerware, with the functional appeal of oven-to-table cooking”, said Gebhardt. “Our goal with Culinaria is to bring meaningful products to the home that draw on our expertise designing the dining experience for professional chefs. Families and home enthusiasts enjoy products that enhance the meal occasion, and are tough enough to deliver a terrific, long-lasting ownership experience.”

Culinaria was developed in collaboration with color expert Leslie Harrington to incorporate important home color influences and to leverage colors that best enhance food presentation. The collection features functional shapes and appealing colors which can be mixed and matched to suit a wide range of home décor and personal styles.

At this year’s Tabletop industry trade show, Oneida will be highlighting flatware and dinnerware introductions which embody the brand’s devotion to design and quality:

### **Bridal Flatware**

- **Stockholm** Clean and sculpted, Stockholm is modern Scandinavian design. This versatile pattern adds elegance to any table with its clean, sophisticated lines. The robust hollow handle design feels balanced and smooth in the hand.
- **Classic Pearl** Like a strand of elegant pearls, this pattern offers timeless appeal. The beaded detail at the tip of the handle creates a simple, clean design element that defines classic design.
- **Curva** Pure and modern, Curva feels as good as it looks. The sweeping arched form creates a visual statement of motion and fluid grace.

## Housewares Flatware

- **Stasis** With lines of a Danish Modern Classic, Stasis has both a soft feel in the hand and a striking visual purity.
- **Evening pearl** Evening Pearl brings the timeless appeal of fine jewelry to the tabletop. The asymmetrical swag of pearls will accessorize and romance any tabletop in a decorative fashion.
- **Appollonia** This stately Oneida pattern is reminiscent of a classically carved column. Elements of Greek architecture including bands and flutes give dimension and depth to the handle of this classic design.
- **Shaker** Clean and detailed with a narrow point astragal, Shaker pleases visually with clean symmetry and balance. It pays homage to its design namesake, the Shaker community.

## Dinnerware

The essence of color, texture, form, and decoration are translated within the Oneida dinnerware introductions.

- **Elm** Inspired by the beauty of nature's elements, Elm is paired down to a pure and natural silhouette with soft contrast and a subtle palette. This pattern is natural, organic and modern.
- **Escape** Flora and fauna combine to create this welcoming eclectic design. Organic swirling vines and painted birds create a charming, nostalgic visual composition.
- **Rice Paper** This subtle pattern features a soft visual texture. Pleasing and easy on the eyes, the design showcases food with a modern and refined appeal.

## 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](http://www.oneida.com).

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