



**Oneida unveils new designs that define the dining experience with influences from jewelry and fashion.**

**New York, NY – March, 2009** – Oneida, a global leader in designing the dining experience, continues the brand’s devotion to design and quality. Flatware and Dinnerware introductions this spring draw inspiration from jewelry and fashion.

This spring at the New York Tabletop Market, April 21-24, Oneida will be showcasing its new and current flatware offerings. “We see tableware as an extension of the consumers’ personality”, said Paul Gebhardt, global head of Oneida’s design team. “Our creative inspirations very often come from sources outside of tabletop that are relevant and transpositional. Jewelry is the perfect metaphor for flatware,” said Gebhardt.

Oneida Dinnerware draws design inspiration from fashion, and current lifestyle insights. “We connect with our consumers’ sense of design by leveraging three essential dinnerware genres: solid color, fashion design, and whiteware”, said Tim Shine, President of Oneida’s consumer division. “Culinaria dinnerware defines our solid color business, offering popular table items and versatile bake and serve pieces. Our fashion dinnerware introductions bring graphic excitement and life to the tabletop, and our whiteware fits with classic and casual lifestyles”, said Shine.

At this year’s show, Oneida is highlighting flatware and dinnerware introductions that embody the brand’s connection to its consumer:

## Flatware

- **Castellina** In our modern world, ornament signals a lifestyle that includes the warmth and texture of decoration. Castellina frames flowing filigree scrolls atop a textured and pleasingly oxidized background.
- **Maderno** With band and scroll ornamentation, Maderno brings subtle decoration to a clean classic shape. Taking inspiration from Italian Renaissance architecture, this pattern is traditional and timeless.
- **Juilliard** Oneida is pleased to extend the Juilliard pattern to include a cake knife and server set. Festive and stylish, these new items help any consumer capture a perfect moment at home.

## Dinnerware

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

- **Allegra** Subtle texture in white porcelain defines this rim design. Easily comfortable with a classic sense of style, Allegra is perfect for framing food, enhancing the meal experience.
- **Adriatic** Soft liquid blue, Adriatic features a textural glaze that gradually dissolves into softer tones of blue. Unique shapes define this organic line.
- **Windance** Eclectic and illustrative, Windance values nature, sustainability, and subtle effect.

## 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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