

ONEIDA

Oneida Completes Licensing Agreement with Robinson Home Products

Landmark agreement builds on four-decade relationship and leading market position

Oneida, NY – September 2, 2009 – Oneida Ltd. today announced that it completed an agreement to license its U.S. consumer flatware and dinnerware business to Robinson Home Products Inc., as initially announced in January. It is one of the largest-ever licensing agreements in the consumer tabletop industry and underscores Oneida’s strategy to use licensing programs to extend its brand and increase shareholder value.

James E. Joseph, president and chief executive officer of Oneida, said: “We are pleased to have completed this landmark agreement with Robinson. It will provide a strong platform for the continued growth of the U.S. consumer business, while allowing us to bring added focus to our foodservice, international and Internet businesses. Oneida and Robinson have worked together for more than 40 years, and we are looking forward to continuing our strong relationship with the company.”

As previously announced, under the terms of the agreement Robinson acquired certain assets of Oneida’s consumer wholesale division and will distribute all Oneida products in the flatware, dinnerware, gadgets and cutlery categories in the U.S. consumer wholesale channel.

Oneida and Robinson have worked together since the mid-1960s. Beginning in 1996, the two companies established several licensing agreements that expanded the Oneida brand in the cutlery and kitchen gadgets segments. As a result, Oneida has become the largest-selling brand in stainless kitchen tools, gadgets and barware in the U.S.

Oneida’s products are available to consumers at some of the nation’s largest retailers, including Bed, Bath & Beyond, JCPenney, Kohl’s, Macy’s, Target and Wal-Mart.

In addition to the agreement with Robinson, Oneida today has successful licensing programs with Bradshaw International, Inc., Greystone Brands Ltd., McPherson’s Consumer Products PTY Ltd., and Productos Inoxidables Para la Industrial S.A. de C.V, covering certain product categories and sales channels in the U.S., Australia and Mexico.

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, Oneida is the market share leader in the consumer flatware category and a leading consumer dinnerware designer and supplier. Oneida is also the largest supplier of dinnerware to the foodservice industry in North America. Oneida sells under a

number of well recognized brands and trademarks: ONEIDA®, SANT'ANDREA®, WATERFORD®, WEDGWOOD®, SCHONWALD®, NORITAKE®, JULLIARD®, MICHELANGELO®, EASTON®, WM. A. ROGERS®, COMMUNITY®, DELCO®, and REGO®. Additional information about Oneida can be found at www.oneida.com.

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