
For Immediate Release

AVERY DENNISON'S FRESHMARX SOLUTION HELPS HOLLYWOOD SLOTS HOTEL AND RACEWAY ENSURE FOOD SAFETY WHILE REDUCING WASTE

FRAMINGHAM, MA – August 4, 2009 – Avery Dennison (NYSE: AVY) Printer Systems Division, supplier of Monarch® and FreshMarx® brand products and services, has successfully integrated its state-of-the-art FreshMarx® 9415™ automated freshness solution into the bustling kitchen of Hollywood Slots Hotel and Raceway, enabling the Bangor, Maine entertainment complex to date code all of its prepared food with accurate, legible labels even during the busiest times, resulting in better safety control and less waste.

“The FreshMarx solution requires no employee calculation and is the fastest, easiest and most accurate way of date coding prepared food,” said Mike Camire, Director of Food and Beverage for Hollywood Slots. “The previous methods were so time consuming and cumbersome that employees would neglect to label items during high production hours. I would regularly throw away food items because they were unlabeled or I couldn’t read the handwriting on the existing labels. With this solution, date coding fits seamlessly into the flow of our busy kitchen resulting in complete employee compliance. I no longer find unlabeled food and I can read every single label so I know for certain our food is fresh.”

The 8-acre Hollywood Slots entertainment complex houses a large production kitchen that is humming nearly 24 hours a day to produce all of the food necessary for the seven food-service facilities located on the grounds. With 80 different kitchen employees preparing and date coding food, Hollywood Slots needed a solution that is easy-to-use, fast and accurate. The FreshMarx 9415 is an intuitive solution that doesn’t require human calculation or handwriting. Because every menu item is programmed into the 9415 database, all the operator has to do is push the button that corresponds to the food item they’re preparing and an accurate, legible label is produced. It’s a “no-brainer”!

In addition to the three Avery Dennison automated systems producing “mistake-proof” date coding in the kitchen, Hollywood Slots utilizes a fourth machine in its warehouse area to label the inventory in order to improve stock rotation and freshness.

To read more about the Hollywood Slots installation, click on the Hollywood Slots logo at the following link: <http://www.monarch.averydennison.com/>

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About Avery Dennison Corporation

Avery Dennison is a recognized industry leader that develops innovative identification and decorative solutions for businesses and consumers worldwide. The Company's products include pressure-sensitive labeling materials; graphics imaging media; retail apparel ticketing and branding systems; RFID inlays and tags; office products; specialty tapes; and a variety of specialized labels for automotive, industrial and durable goods applications. A FORTUNE 500 Company with sales of \$6.7 billion in 2008, Avery Dennison is based in Pasadena, California and employs more than 36,000 employees in over 60 countries.

Visit: www.ris.averydennison.com

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