



For Immediate Release

AVERY DENNISON DEMONSTRATES CONNECTIVITY WITH MICROSOFT BIZTALK RFID

Avery Dennison's Printer Systems Division demonstrates seamless operation with Microsoft BizTalk Server 2006 R2 at RFID Journal Live 2008

FRAMINGHAM, MA – April 17, 2008 – Avery Dennison (NYSE: AVY) Printer Systems Division, supplier of Monarch® products and services, today announced it will work together with Microsoft at the RFID Journal Live trade show this week in Las Vegas. Avery Dennison will demonstrate seamless connectivity between its industry-leading Monarch® 9855® RFMP printer/encoder, Monarch® 9855® HF RFID printer/encoder and Microsoft BizTalk Server 2006 R2.

Avery Dennison's Printer Systems Division has taken a leadership role in developing UHF and HF RFID printer/encoders, item-level smart tags and labels, and compliance shipping labels for the retail, apparel, and consumer goods industries globally. Through Avery Dennison's strategic relationship with Microsoft, users of Microsoft BizTalk Server 2006 R2 can now easily take advantage of Avery Dennison's innovative printing/encoding capabilities, as well as its smart tags and labels backed by the unique Monarch Smart Label 110% Guarantee.

"We are enthusiastic about joining our RFID capabilities with Microsoft's software vision in order to provide our customers with the ability to connect real-time business processes and leverage intelligent RFID data," said Rick Bauer, Avery Dennison's director of RFID global program development, Retail Information Systems. "Avery Dennison and Microsoft share a common goal of delivering the "Connected Enterprise" through RFID solutions that are cost effective, simple to deploy, and built on a robust, scalable technology infrastructure."

"Avery Dennison's established strategic relationship with Microsoft created a seamless collaboration to design and implement our RFID system and effectively meet our cost and schedule goals," said Dan Hedger of Killdeer Mountain Manufacturing.

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About Avery Dennison Corporation

Avery Dennison is a global leader in pressure-sensitive labeling materials, retail tag, ticketing and branding systems, and office products. Based in Pasadena, Calif., Avery Dennison is a FORTUNE 500 Company with 2007 sales of \$6.3 billion. Avery Dennison employs more than 30,000 individuals in over 60 countries, who develop, manufacture and market a wide range of products for both consumer and industrial markets. Products offered by Avery Dennison include: Fasson brand self-adhesive materials; Avery Dennison, Monarch and Paxar brand products for the retail and apparel industries; Avery brand office products and graphics imaging media; specialty tapes, peel-and-stick postage stamps, and labels for a wide variety of automotive, industrial and durable goods applications. Visit: www.ris.averydennison.com

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