



For Immediate Release

AVERY DENNISON RELEASES APPLICATION VIDEO OF ITS NEW “HYBRID” PRINTER

Monarch® Sierra Sport 4™ is ideal for a variety of functions including mobile asset identification, bin labeling and outdoor applications

FRAMINGHAM, MA – May 28, 2009 – Avery Dennison (NYSE: AVY) Printer Systems Division, supplier of Monarch® brand products and services, has released a demonstration video of its new breakthrough hybrid multi-function portable printer that illustrates its speed and adaptability to a variety of environments and applications that require high quality thermal transfer or thermal direct bar code labels.

“The Monarch® Sierra Sport 4™ is a valuable new tool for customers throughout the supply chain because it can easily be carried to any spot in a manufacturing, distribution, or retail facility where labeling needs to be done,” said Andy Evans, Avery Dennison’s Product Line Manager for Portable Products. “Because of its speed and portability, customers who have adopted the Sierra Sport4 printer are realizing dramatic efficiency improvements and reducing both downtime and labor costs.”

The portability of the Sierra Sport4 printer enables on-the-spot thermal transfer bar code printing, eliminating walks to and from a centralized printer. This flexibility improves efficiency, saves labor and reduces errors, producing bottom-line improvements in distribution, manufacturing and retail operations. Because the printer is so versatile and accommodates such a wide variety of durable base label materials, including many synthetic face stocks, it is the perfect solution for mobile asset identification, bin labeling, outdoor applications, compliance labeling and more.

The video clips, available at <http://www.monarch.averydennison.com/>, highlight the Sierra Sport4’s unique ability to print thermal direct and thermal transfer labels and its design, which provides the performance of a tabletop printer, a cart-based printer and a fork-truck printer in one fully portable unit.

“The video provides vivid evidence that the Monarch Sierra Sport4 is a true ‘hybrid’ portable bar code printer that sets a new industry standard for capabilities,” said Linda Delaney, Avery Dennison’s Director of Product Line Management. “This video, and this printer, is all the proof you need of the value of mobile printing.”

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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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