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For Immediate Release

## **AVERY DENNISON RELEASES GROUNDBREAKING “HYBRID” PORTABLE PRINTER**

*New versatile thermal transfer bar code printer improves efficiency, saves labor and reduces errors in retail supply chain operations*

**FRAMINGHAM, MA – October 27, 2008** – Avery Dennison’s (NYSE: AVY) Printer Systems Division, supplier of Monarch® brand products and services announced today, the introduction of its multi-function “hybrid” portable printer that meets the needs of manufacturing, distribution and retail facilities for “on-the-spot” thermal transfer bar code labels anywhere they may be required.

Avery Dennison’s Monarch® Sierra Sport4™ 9493™ printer is an industry unique “portable hybrid bar code printer”. The product is unique, both for its ability to print thermal direct and thermal transfer labels; and for a design that provides the performance of a tabletop printer, a cart-based printer and a fork-truck printer as well as a fully portable unit.

The portability of the Sierra Sport4 printer enables on-the-spot thermal transfer bar code printing which can dramatically cut labor costs by eliminating walks to and from a centralized printer and matching strips of labels to the product. Mobile printing improves efficiency, saves labor and reduces errors, producing bottom-line improvements in distribution, manufacturing and retail operations.

The printer is able to accommodate highly durable base label materials, including many synthetic face stocks, making it the perfect solution for mobile asset identification, bin labeling, outdoor applications and more. For compliance labeling applications, the printer utilizes Avery Dennison’s unique Monarch® No-Mar™ thermal transfer labeling products, which eliminate or reduce scuffing and marring of labels in transit, improving scan rates and reducing the incidents of fines from trading partners.

Avery Dennison’s Monarch Sierra Sport4 is a true “hybrid”, unlike any other product in the industry, and clearly positioned to establish a new standard in bar code printers.

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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 and Monarch 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](http://www.ris.averydennison.com)

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