



For Immediate Release

**AVERY DENNISON NAMES ROBERT CORNICK VICE PRESIDENT AND GENERAL
MANAGER, PRINTER SYSTEMS DIVISION**

FRAMINGHAM, MA – July 21, 2008 – Avery Dennison’s (NYSE: AVY) Retail Information Services Group is pleased to announce the appointment of Robert Cornick as vice president and general manager of the Printer Systems Division, (PSD). Cornick replaces James L. Martin, who is retiring after 40 years at PSD.

“Bob’s background and demonstrated leadership capabilities make him uniquely qualified to lead this important global division of the Retail Information Services Group,” said Group Vice President Terry Hemmelgarn. “In his new role, Bob will build upon PSD’s solid foundation and take the organization to new levels of worldwide growth, market penetration and product innovation.”

PSD offers a comprehensive line of Monarch[®] and Avery Dennison brand printers and applicators – from high-performance bench-top units to cost-effective desktop solutions and specialty printers – to generate every type of tag and label for retail supply chain applications.

“I am pleased to be taking the leadership role at the Printer Systems Division”, said Cornick. “Under Jim Martin’s capable leadership, the experienced team here has built a successful business with a strong value proposition to the retail supply chain. The Monarch[®] and Avery Dennison brand products, designed and manufactured by PSD, have a tremendous customer following. I look forward to building upon PSD’s strong base.”

Cornick joined Avery Dennison in 2006 as vice president and general manager of the RFID Division, where he was responsible for all aspects of the strategic direction and management of that business. Under Bob's leadership, the RFID division has become one of the world's leading developers and suppliers of RFID constructions. Prior to joining Avery Dennison, Bob held executive roles with Zebra Technologies and Videojet Systems International. He moved to his new position on July 15. With Jim Martin’s retirement not scheduled until the end of 2008, the company looks forward to a smooth leadership transition.

Avery Dennison RFID will continue to report to Dean A. Scarborough, president and chief executive officer. “We have a strong and very capable management team in place at Avery Dennison RFID. While Dean conducts the search for a successor in RFID, the management team will continue to provide the best products and services in the industry to their customers, and continue to lead the industry in providing innovative and high-quality RFID inlays,” said Cornick.

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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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