
Fasson Roll North America

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For Immediate Release

**AVERY DENNISON SHOWS ENVIRONMENTAL LEADERSHIP
WITH SFI CHAIN-OF-CUSTODY CERTIFICATION**

*Fasson Roll North America Granted Sustainable Forestry Initiative®
Chain of Custody (CoC) Certification*

MENTOR, Ohio – October 2008– The Fasson Roll North America division of Avery Dennison Corporation is pleased to announce that it has achieved certification to the Sustainable Forestry Initiative® (SFI Inc.) for a number of North American coating and distribution locations. By achieving SFI certification, Avery Dennison joins a growing community of companies, land-owners, and social and environmental organizations all committed to improving forest practices on a global scale.

“With SFI® chain of custody certification, we are strengthening our environmental commitment, and helping our customers demonstrate their own environmental commitment,” states Kevin Rinehart, market segment leader, Fasson Roll North America.

With over 152 million acres certified across North America, the SFI sustainable forestry certification program is one of the largest in the world, with a standard based on principles and measures that promote responsible environmental behavior and sound forest management including measures to protect water quality, biodiversity, wildlife habitat, species at risk and forests of exceptional conservation value. Chain-of-custody certification means a company has a tracking system in place that identifies the amount of certified, uncertified and recycled content in the forest products it buys, uses or sells.

The following locations were chosen to support products that carry SFI certification in the expanding portfolio of Fasson® EcoFriendly™ products: Peachtree, GA; Greenfield, IN; Fort Wayne, IN; Greensboro, NC; Rancho Cucamonga, CA; Sacramento, CA; Mentor, OH; and Neenah, WI.

Avery Dennison is a global leader in pressure-sensitive technology and innovative self-adhesive solutions for consumer products and label materials. Based in Pasadena, Calif., the Company had 2007 sales of \$6.3 billion. Fasson®-brand pressure-sensitive and non-adhesive coated papers, films and foils in roll form are widely used in brand identity, bar-code labeling systems, product identification and other applications by label converters and consumer products package designers and manufacturers.

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SFI is a trademark of Sustainable Forestry Initiative.

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PHOTOGRAPHY



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*Good for you.
Good for our forests.™*

Photography is available upon request. Please contact Pat Bowser, Marketing Communication Manager, at 920-727-2692 or pat.bowser@averydennison.com.