



Office Products North America

Sara Sloan
PainePR
(949) 809-6856
ssloan@painepr.com

Fran Youssef
Avery Dennison
(714) 674-8335
fran.youssef@averydennison.com

**AVERY DENNISON JOINS BOX TOPS FOR EDUCATION®
TO HELP EARN CASH FOR SCHOOLS**

*The first school and office supply manufacturer to join the program,
Avery Dennison wants to help make a difference in children's education*

BREA, Calif., (June 2, 2009) – Avery Dennison Office Products today announced its participation in Box Tops for Education®, a program that helps consumers raise valuable and necessary funds for participating schools. Beginning in June, more than 600 specially marked Avery brand school and office supply products, such as labels, binders, dividers, highlighters, glue sticks and more, will carry Box Tops coupons. These coupons can be clipped and submitted to participating schools, then redeemed for cash.

The cash earned by schools through the program can be used in many ways, such as helping to rebuild playgrounds, funding under-budgeted programs, or purchasing classroom equipment, library books, computers and other much-needed supplies.

“Avery Dennison is in the business of developing products that make people’s lives simpler, easier and better-organized, for students and professionals alike,” said Jeff deLeon, group product manager, Avery Dennison Office Products. “We are constantly striving to identify ways we can add value to our products. Partnering with Box Tops for Education not only accomplishes this, but it is also a natural extension of our Company’s value of supporting the community. We want to provide parents with an easy way to raise money for their children’s schools while purchasing their office and school supplies.”

Specific Avery products featured in the program include Avery® Durable and Heavy Duty binders, Index Maker® dividers, Avery® sheet protectors, address and shipping labels, Hi-Liter® highlighters, Marks-A-Lot® dry erase and permanent markers, Avery® glue sticks, name badges, and T-shirt transfers. For more information, visit www.avery.com/btfe and www.btfe.com

About Avery Dennison Office Products

Avery Dennison Office Products group markets products under the well-known

Avery brand name and is one of the world's leading manufacturers of self-adhesive labels for laser and ink jet printers, labeling software, binders, sheet protectors, index and tab dividers and other office-, home- and school-related supplies. Avery Dennison Office Products, a business unit of Avery Dennison Corporation, is based in Brea, California.

For more information about Avery-brand products, consumers can visit the Avery Dennison Worldwide Office Products Web site at www.avery.com or call the Avery Dennison Consumer Service Center at 1-800-GO-AVERY (1-800-462-8379). Avery and all other Avery brands and product names are trademarks of Avery Dennison Corporation.

Box Tops for Education

America's schools have earned more than \$300 million through Box Tops for Education since the program started in 1996. Thousands of schools have used that cash to purchase items such as computers, library books, art supplies and playground equipment. Schools can earn up to \$60,000 per year to spend on anything they choose, by clipping Box Tops coupons from hundreds of products and shopping online through the Box Tops Marketplace and Reading Room. To learn more about the program visit, www.btfe.com.

#