

PRESS RELEASE

Avery Dennison and CEO Dean A. Scarborough to receive 2006 Luxembourg American Business Award

NEW YORK, New York, September 6, 2006 – The Luxembourg American Chamber of Commerce in the United States today announced that it will bestow its 2006 Luxembourg American Business Award upon Pasadena, California-based Avery Dennison Corp. and its President and Chief Executive Officer Mr. Dean A. Scarborough.

The biannual Award, commemorated by a unique sculpture to be executed by a Luxembourg artist, signifies a special and longstanding relationship between an American corporation and Luxembourg. The Award will be presented to Mr. Scarborough on November 16, 2006 at a black tie dinner in New York presided over by H.R.H. the Crown Prince Guillaume of Luxembourg and Luxembourg's Minister of the Economy and Foreign Trade, Mr. Jeannot Krecké.

The Luxembourg American Business Award also acknowledges the leadership of Mr. Scarborough, who has contributed to making Avery Dennison a global leader in pressure-sensitive technology, self-adhesive base materials and self-adhesive consumer and office products. Luxembourg has been an important contributor to that success, most recently by supporting the establishment of Avery Dennison's newest state-of-the-art production line in Rodange, Luxembourg.

Avery Dennison established its presence in Europe in 1946 and opened its Roll Materials Europe manufacturing facility in Rodange in 1990. The company has since grown to be among Luxembourg's most important industrial employers. The Rodange facility is Avery Dennison's European high-volume manufacturing and distribution center for Fasson-brand self-adhesive labelstocks which are at the leading edge of product decoration and identification. These labelstocks are used for labeling all types of products in the major packaging industries, for example foods, beverages (including wines and spirits), health and beauty care products, household chemicals, automotive components and barcodes. Avery Dennison's new production line in Rodange, officially opened in May 2006, is the company's largest investment ever made in Europe. Today, the world-class facility is home to two custom-built self-adhesive coaters. The latest coating

machine is one of the fastest-running coaters in the world. Manufacturing in Rodange is supported by a fully-automated warehouse and finishing facility.

The Luxembourg American Business Award is a fitting tribute to an especially fruitful partnership between Luxembourg and a world-class American company, Avery Dennison.

Luxembourg Minister of the Economy and Foreign Trade Jeannot Krecké stated, “We look back upon a collaborative past and forward to a future of great promise for Avery Dennison and Luxembourg, and to pursuing the cooperative transatlantic enterprise that has been so mutually rewarding.”

“I am proud to receive this award on behalf of our Luxembourg facility, which we consider one of our highest-performing manufacturing operations,” says Dean Scarborough. “Avery Dennison appreciates the continuous support of the Luxembourg government and the opportunity to provide quality products and innovative services to our European customers. This close connection has resulted in a successful relationship that we anticipate will continue for many years to come.”

Founded in 1935 in Los Angeles (California), Avery Dennison is a global leader in pressure-sensitive technology, self-adhesive base materials and self-adhesive consumer and office products. The Company is best known for its Avery-brand office automation and consumer products, Fasson-brand self-adhesive materials, reflective and graphic materials, peel-and-stick postage stamps, industrial labeling solutions, specialty tapes and performance polymers. The Company employs more than 22,000 men and women in 49 countries and operates more than 200 manufacturing and sales facilities around the world. Avery Dennison's self-adhesive technology and applications are an integral part of products used in virtually every major market and industry, with product sales in over 85 countries worldwide. Avery Dennison Corporation is a Fortune 500 company listed on the New York Stock Exchange (AVY) with 2005 sales of \$5.5 billion.

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