



For Immediate Release

SPINNAKER COATING ACQUIRES LICENSE FROM AVERY DENNISON TO MANUFACTURE CRACK'N PEEL® and FASTRACK®

Spinnaker also acquires rights to sell and distribute Avery® brand die cut labels

Troy, Ohio – February 27, 2012 – Spinnaker Coating, LLC, a manufacturer of adhesive coated papers and films, announced today that it has acquired from Avery Dennison Corporation (NYSE:AVY) a license to produce and sell the Crack 'n Peel and FasTrack brands in the U.S. and Canada. These products are sold exclusively in the commercial sheet-fed sector. As part of the agreement, Spinnaker has acquired selected manufacturing assets that have been installed at the Troy facility.

In a separate transaction, Spinnaker has made an agreement with Avery Dennison's Office and Consumer Products business to sell and distribute Avery-brand die cut labels to paper merchants in the US and Canada.

Commenting on the news, Kevin Ahlfeld, vice president of Spinnaker's Merchant Business, said, "The Crack n' Peel and FasTrack brands have strong brand recognition in the marketplace and are an excellent fit with our current sheet and die cut business. Moreover, we plan to expand these brands into the growing market for digital printing. Spinnaker has a long and proud record of servicing the special needs of paper merchants through sales and support teams focused on the commercial print business."

Ahlfeld noted that, "These acquisitions enhance our already strong competitive position in the pressure sensitive industry, which is due not only to the quality of our products, but is also based on our customer-driven culture that places service as our top priority."

About Spinnaker

Spinnaker Coating is a customer-focused company that develops, manufactures, and markets adhesive-coated paper and film constructions for conversion by printers and industrial users into

marketing, identifying, promoting, labeling, and decorating applications. www.spinps.com

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