



Avery Dennison And Stamps.Com Partner To Bring Avery® Self-Adhesive Labels And Stamps.Com's Services To Small Businesses

Small Businesses Can Quickly Print Professional Postage in the Office or at Home

Brea and Los Angeles, CA - July 15, 2008 - Avery Dennison Corporation's (NYSE:AVY) Office Products Group, the leader in bringing innovative office products to the market, and Stamps.com® (Nasdaq:STMP), the intelligent alternative to a [postage meter](#), today announced an alliance that will bring a best-in-class, co-branded service to small business users and consumers who will be able to print official postage using Stamps.com on Avery® self-adhesive labels.

Avery Dennison will make the co-branded products and service available to consumers through its customers in the office products channel, and Stamps.com will support the program with its industry leading PC Postage service. In addition, Avery Dennison's Office Product's Group will market and distribute to its office products customers the co-branded PC Postage products on an exclusive basis, and will exclusively promote the co-branded PC Postage service within the U.S.

"We constantly seek new ways to drive growth for our customers and provide meaningful solutions for small business consumers and this new offering with Stamps.com made tremendous sense," said Timothy Bond, group vice president of Avery Dennison Office Products. "Through our new co-branded products, we are making it easier than ever for small businesses to create professional postage solutions at their desktops."

"By joining forces with Avery Dennison, we are excited to deliver our PC Postage service into a much larger audience that uses Avery® brand office products," said Stamps.com president and CEO Ken McBride. "As market leaders in our respective areas, our combined strengths will deliver a professional product from brands that people trust."

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 51 countries worldwide, 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 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.

About Avery Dennison Office Products

Avery Dennison Office Products 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).

For additional information about this press release and Avery Dennison Office Products, please contact Clay Doherty of Hollenbeck Associates at 415-227-1150 ext. 113 or at clay@hollenbeckassociates.com

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About Stamps.com and PhotoStamps

Stamps.com (Nasdaq: STMP) is a leading provider of Internet-based postage services. Stamps.com's [online postage](#) service enables small businesses, enterprises, and consumers to print U.S. Postal Service-approved postage with just a PC, printer and Internet connection, right from their home or office. The Company targets its services to small businesses and home offices, and currently has PC Postage partnerships with Microsoft, EarthLink, HP, NCR, Office Depot, the U.S. Postal Service and others.

[PhotoStamps](#) is a patented Stamps.com product that couples the technology of PC Postage with the simplicity of a web-based

image upload and order process. PhotoStamps is currently available under authorization of the U.S. Postal Service for its fourth phase market test with an authorization through May 16, 2009. Customers may create full custom PhotoStamps with their own digital photograph, or they may choose a licensed image from one of many PhotoStamps collections such as [NFL®](#), [Collegiate](#), and now the limited edition [American Idol®](#) collection. Since launching PhotoStamps in May 2005, more than 58 million individual PhotoStamps have been shipped to customers. Stamps.com currently has PhotoStamps partnerships with Apple, Google/Picassa, HP/Snapfish, Adobe, and others.

"Safe Harbor" Statement under the Private Securities Litigation Reform Act of 1995: This release includes forward-looking statements about our anticipated results and our PhotoStamps spend that involve risks and uncertainties. Important factors, including the Company's ability to complete and ship its products, maintain desirable economics for its products and obtain or maintain regulatory approval, which could cause actual results to differ materially from those in the forward-looking statements, are detailed in filings with the Securities and Exchange Commission made from time to time by Stamps.com, including its Annual Report on Form 10-K for the year ended December 31, 2007, Quarterly Reports on Form 10-Q, and Current Reports on Form 8-K. Stamps.com undertakes no obligation to release publicly any revisions to any forward-looking statements to reflect events or circumstances after the date hereof or to reflect the occurrence of unanticipated events.

Stamps.com, the Stamps.com logo and PhotoStamps are trademarks or registered trademarks of Stamps.com Inc. All other brands and names are property of their respective owners.

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