



Graphic Materials International, Inc.

Company Contact

Dennis Barbaro
Vice President
Tel: 800.388.1161
E-mail: dennisb@gmintl.com

FOR IMMEDIATE RELEASE

**Graphic Materials International Announces
New Distribution Partnership with Avery Dennison**

Calabasas Hills, CA (March 1, 2010) — Graphics Materials International (G.M.I.), an innovative graphic solutions leader offering media solutions for every aspect of the computer-aided sign making and graphic arts markets, announces a new master distribution partnership with Avery Dennison Graphics & Reflective Products Division, a leading manufacturer of digital media, screen print and cut vinyl products to the sign and graphics industry.

As master distributor, GMI will immediately offer a range of Avery Graphics cast and calendered pressure-sensitive adhesive digital, screen, reflective and cut vinyl films and overlaminates in the United States through its network of specialized distribution channels.

Avery Graphics products are used in a variety of applications ranging from promotional graphics such as signage, labels, exhibits, display markings, to long-term, durable applications like fleet markings, backlit signs and RV color systems.

"We're excited to partner with Avery Dennison, a recognized brand name and pioneer in the sign and graphics industry," said Dennis Barbaro, Vice President. "The resulting synergy between our two companies to provide innovative computer cut graphics and digital media solutions that demonstrates the strength of our commitment and our respect for customers demands."

Rich Burke, National Distribution Sales Manager, Avery Dennison GRPD, said, "Our new partnership will leverage GMI's market expertise and established dealer networks and Avery Dennison's large graphics product offering to provide the graphics industry with the widest range of products and highest levels of customer service available."

GMI will begin officially offering Avery Graphic products March 1st this year. An updated price list, catalog, brochure and website will be available at that time.

ABOUT GMI

Celebrating over 20 years in the graphic arts and sign industry, Graphic Materials International (GMI) is part of a privately held manufacturing company with locations in California, Nevada, Illinois and Georgia. GMI continues to be the innovative graphic solutions leader by offering media solutions that accommodate every aspect of the burgeoning computer-aided sign making and graphic arts market. A master converter of cast, calendered and specialty films used for these industries, GMI continues to value relationships with only the highest quality suppliers to meet increased company and customer requirements. GMI's products are sold through highly qualified distribution channels worldwide. Additional information can be found at www.gmintl.com

27001 Agoura Road, Suite 100, Calabasas Hills, CA 91301 USA • Toll-Free: 800.388.1161 • Tel: 818.878.9070 • Fax: 818.878.9072

www.gmintl.com



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ABOUT AVERY DENNISON GRAPHICS & REFLECTIVE PRODUCTS DIVISION

Avery Dennison Graphics & Reflective Products Division features a broad range of products for digital printing, traditional printing technologies, reflective and cut signage applications. Its products are used in applications ranging from promotional graphics such as signage, labels, exhibits, displays and bus-wrap markings to long-term, durable applications such as fleet markings, backlit signs, vehicle striping and graphics. The Division is a part of Avery Dennison Corporation, a FORTUNE 500® company based in Pasadena, California, with 2009 sales of \$6 billion and operations in over 60 countries. The Company's products include pressure-sensitive labeling materials; retail apparel ticketing and branding systems; RFID inlays and tags; office products; specialty tapes; and a variety of specialized labels for automotive, industrial and durable goods applications. For more information on the Graphics & Reflective Products Division, visit www.averygraphics.com. Certain third party trademarks and tradenames used herein are the property of their respective owners.

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