

Avery Dennison and eAgile Collaborate to Offer a Broad Line of NFC-Based Promotional Products

December 13, 2011 – eAgile Inc. and Avery Dennison RFID, a business of Avery Dennison Corporation (NYSE: AVY), both leaders in high-quality RFID products, announced today that they will collaborate to offer a wide variety of near field communication (NFC)-based promotional products.

NFC technology helps businesses communicate with their customers in more impactful and more cost-effective ways. NFC-enabled marketing tools such as smart posters facilitate immediate consumer access to valuable information such as coupons, tickets, and social sharing sites through a quick swipe of their smart phone.

The demand for NFC products is rising and the two companies are working together to help businesses gain easy access to them. eAgile offers printed products such as signs, business cards, and labels that incorporate high-quality Avery Dennison N-Zone™ NFC tags and can be printed and encoded to the consumer's specifications. Order volumes can range from hundreds to thousands.

Gary Burns, CEO of eAgile said, "NFC products are easy to use, functional, and fun, making them the perfect way to communicate with the tech-savvy consumer and to compete in the increasingly tech-driven marketplace. We've worked with Avery Dennison for many years and we're happy to extend our relationship into NFC. This collaboration will bring the quality that customers have come to expect from eAgile and Avery Dennison RFID tags to the emerging NFC market."

Avery Dennison RFID brings its extensive experience and RF expertise to the design and manufacture of innovative UHF, HF and NFC RFID inlays. eAgile operates a vertically integrated manufacturing facility where they design, test, and manufacture a wide variety of RFID products and solutions. eAgile also has extensive on-site printing, conversion, and encoding capabilities.

Maggie Bidlingmaier, global director of Avery Dennison RFID sales and marketing comments, "Businesses of all sizes are already putting NFC technology to work to improve a customer's experience with their brand. We are very excited to work with eAgile to bring world-class NFC-based products to help businesses leverage this technology."

The founders of eAgile, Gary Burns and Peter Phaneuf, have been innovating in the field of RFID for over ten years. Their RFID products have earned them several international patents and top honors in the industry.

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About Avery Dennison RFID

Avery Dennison RFID is the world's largest manufacturer of UHF RFID inlays and recently celebrated the sale of its one billionth inlay, an industry first. Featuring high-quality, innovative UHF, HF and NFC products and application support, Avery Dennison RFID is dedicated to enabling significant improvements in supply chain and inventory management, item-level retail and apparel tracking, product pedigree and authentication applications, contactless cards and ticketing as well as marketing and promotional materials. Avery Dennison RFID has strong relationships with best-in-class chip and reader manufacturers, label and tag converters and systems integrators around the world. Find out more at www.rfid.averydennison.com.

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About eAgile Inc.

eAgile sets the industry standards in RFID solutions by providing high quality, cost effective products that are finely tuned to customer needs. From tag conversion and data management software to building a complete RFID infrastructure, eAgile has unmatched expertise and capabilities. eAgile's commitment to innovation and quality drives every aspect of the business and has helped establish the company as a technological leader. Find out more at www.eAgile.com.