



Office Products North America

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GET ORGANIZED AND ADD A CREATIVE FLAIR TO HOLIDAY PROJECTS WITH AVERY LABEL AND CARD PRODUCTS AND FREE SOFTWARE

Avery products and Avery Wizard Holiday Edition software add a touch of creativity and personalization to holiday greeting cards, gift tags, festive-themed buffet cards, party favors and much more

Brea, Calif. – November 10, 2009 – Hectic schedules are even more chaotic during the holiday season when everyone needs to squeeze in extra holiday projects. The right tools can make getting organized for the holiday season a breeze while pulling it off with grace and style. Avery's wide range of label and card products and easy-to-use free software make it easy to tackle the never-ending list of holiday projects, while adding a personalized and creative touch. Consumers can create and customize holiday-themed address and return mailing labels for greeting cards, gift tags, buffet cards, name place cards, holiday party favors and much more.

By using Avery® products, a desktop printer and free Avery® Wizard Holiday Edition software for Microsoft® Office, consumers can take advantage of holiday-themed templates and graphics to help save time during the busiest period of the year and add a festive touch to any holiday project.

"During the holiday season whirlwind, I stay organized with my own holiday checklist using Avery labels and software," said Jodie Watson, organizational expert from TLC's "Real Simple, Real Life" and currently organizational spokesperson for Avery. "I can quickly print address labels for greeting cards and add a dose of creativity to gift tags and party favors. I include Avery products and software on my list of must-haves to get organized every holiday season."

Avery Wizard Holiday Edition

The new Avery® Wizard Holiday Edition is a free software download that helps consumers save precious time with their holiday projects. With new holiday-themed templates and easy step-by-step guides for designing, mail merging and printing, the Avery Wizard Holiday Edition simplifies holiday tasks while making it easy for even creative novices to add a festive twist to holiday projects.

The Avery Wizard Holiday Edition offers beautiful holiday-themed predesigned templates for designing and printing labels, greeting cards, tent cards, gift tags, T-shirt transfers and CD labels. Consumers can download the new Avery Wizard Holiday Edition software for Microsoft® Office at www.avery.com/wizard.

"It's fun and easy to add holiday cheer to Avery products, like mailing and shipping labels, tent cards, business cards and T-shirt transfers with the Avery Wizard Holiday Edition," said Brenda Dillon, group manager, software & web alliances for Avery Dennison. "Avery provides the products and software to make it easy for anyone to organize their holiday tasks, while adding their own personal and creative touches."

Avery Do-it-Yourself Holiday Project Tips

Below are examples of do-it-yourself tips that can help make planning this holiday season a little less stressful while adding a personal and creative touch to any project. Take advantage of Avery products and the free Avery Wizard Holiday Edition software to quickly and easily deliver any of these unique holiday touches or gift ideas.

Holiday Greetings and Party Ideas:

- **Creative Mailing Labels:** Use the Avery Wizard Holiday Edition software's easy mail merge feature to send holiday themed mailing labels using Avery Easy Peel® Clear Address Labels and Avery Easy Peel® Clear Return Address Labels
- **Holiday Greeting Cards and Party Invitations:** Be original! Develop your own customized holiday greeting cards and party invitations with Avery Note Cards
- **Personalized Place Cards:** Whether you're planning an informal holiday brunch or an elaborate dinner, help organize your seating plan and honor your guests by printing personalized holiday-themed place cards with Avery Two-Side Printable Clean Edge® Business Cards
- **Buffet Cards:** Questions from guests on what you're serving? Make it easier to organize your buffet table and enhance your guests' dining experience by printing buffet cards using Avery Small Tent Cards
- **Party favors:** Use Avery White Shipping Labels with TrueBlock™ Technology to personalize party favors for friends and family at parties and get-togethers

Gift-Related Ideas:

- **Holiday Gift Tags:** Personalize your holiday gift tags using Avery Small Tent Cards and Avery White EcoFriendly Address Labels for everything from boxed sweets for neighbors to gifts from Santa
- **Festive-Themed Cloth Totes or T-Shirts:** Give festive personalized totes or T-shirts using Avery T-Shirt Transfers to decorate them; you can even include photos
- **Holiday CD Labels:** Develop a personalized CD with Avery Matte White CD Labels to show off family photos or the season's classic holiday tunes

Get Organized for the Holidays Tips

In addition, Avery's other label and binder products make getting organized this holiday season a cinch with these easy tips:

- **Highlight Holiday Recipes:** Using Avery NoteTabs™, find and mark your favorite recipes in magazines and cookbooks when you need it. Make notes to yourself on substitute ingredients or cooking times to perfect your dish.
- **Label Gifts for Easy Identification:** Have you ever wrapped gifts without remembering who they were for? Use Avery Label Pads to quickly identify gifts before and after you wrap them to keep yourself organized
- **Personalized Holiday Binders for Planning:** Use customized Avery Signature Binders and Avery Index Maker® dividers to design the perfect binder for holiday planning. Keep your gift lists, recipes, schedules and party invitations organized for easy access

For more tips and articles on holiday project ideas with the help of Avery products, visit www.avery.com/holiday.

About Avery Dennison Office Products

Avery Dennison Office Products (www.avery.com) 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).

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