



Avery Dennison Corporation







AVY NYSE

Business Support / Supplies

Market Capitalization USD:

\$2,657.34 mm

CONCERN LEVEL: HIGH

- 1 The CEO's total remuneration is within the typical market range for the relevant industry and market cap.
- 2 The ratio between the CEO's pay and the median pay of the other named executive officers is 3X or less.
- 3 The CEO's annual cash incentives rose or fell in line with annual performance.
- 4 The CEO received no more than one annual cash bonus this fiscal year.
- 5 The CEO's equity remuneration reflected the company's share price movement over the last five years. 
- 6 The company only pays long-term incentives to the CEO for above median performance against a peer group. 
- 7 The company's dilution from equity incentives is 10 percent or less. 
- 8 Unvested equity lapses when the CEO's employment is terminated. 
- 9 The CEO's potential cash severance payment is capped at two times annual cash remuneration. 
- 10 The accrued benefits of the CEO's post-retirement income are within the typical market range for the relevant market cap bracket. 

CEO: Dean A. Scarborough

Age: 56

CEO Since: 2005

	2009	2010	2011
Base Salary	\$945,000	\$965,000	\$1,018,333
Discretionary Bonus	\$0	\$0	\$0
Annual Cash Incentive	\$1,700,000	\$2,150,000	\$0
Benefits and Perquisites	\$128,445	\$145,073	\$175,797
TOTAL ANNUAL COMPENSATION	\$2,773,445	\$3,260,073	\$1,194,130
Increase in Post-Retirement Benefits	\$2,733,704	\$4,051,215	\$1,953,764
Stock Option Awards	\$1,924,478	\$3,822,160	\$2,357,500
Stock Awards	\$627,120	\$1,010,217	\$1,766,940
TOTAL COMPENSATION	\$8,058,747	\$12,143,665	\$7,272,334
Median of Other Named Executive Officers Total Compensation	\$1,968,374	\$2,778,982	\$1,733,244
Value Realized on Exercise of Stock Option	\$0	\$0	\$0
Value Realized on Vesting of Stock	\$0	\$0	\$570,179
TOTAL REALIZED EQUITY COMPENSATION	\$0	\$0	\$570,179

Proxy Date: 9 Mar 2012

Annual Meeting Date: 26 Apr 2012

Equity Reserves: 20.98%

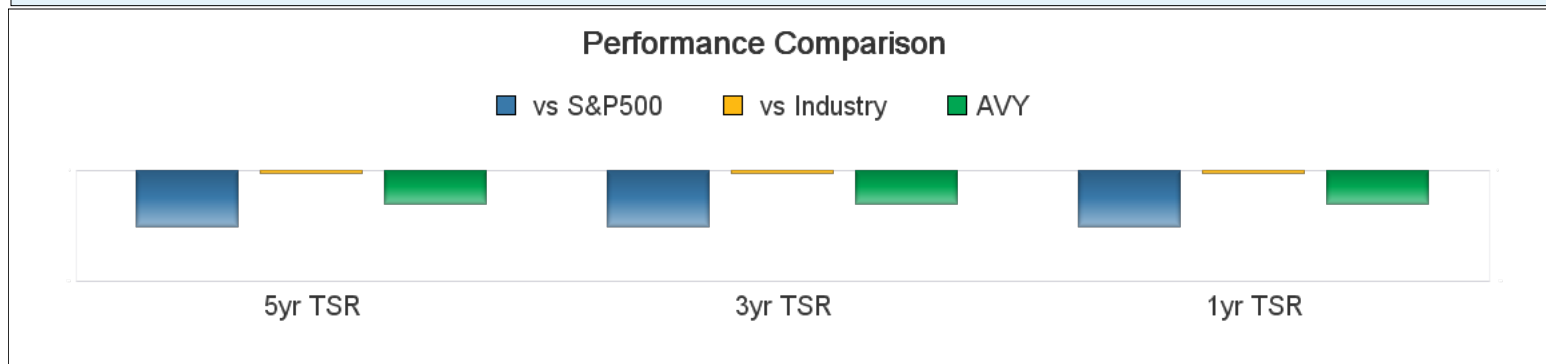
Stock Option Run Rate: 1.47%

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Peer Comparisons (TRBC) =Business Support / Supplies

Ticker	Company Name	Total Summary CEO Compensation			Market Cap
		2009	2010	2011	
AVY	Avery Dennison Corporation	\$8,058,747	\$12,143,665	\$7,272,334	\$2,657,341,643
MCO	Moody's Corporation	\$5,424,636	\$9,146,844	\$11,917,042	\$6,942,633,647
IRM	Iron Mountain Incorporated	\$1,676,456	\$1,420,217		\$6,350,440,960
IHS	IHS Inc.	\$8,032,534	\$4,412,383	\$4,691,526	\$4,850,602,597
TW	Towers Watson & Company		\$3,222,143		\$4,459,106,890
EFX	Equifax Inc.	\$8,809,878	\$9,642,127		\$3,762,889,148
CTAS	Cintas Corporation	\$1,376,335	\$1,731,179		\$3,650,412,423

To insure consistency, peer comparisons are based on a combination of TRBC Industry and Sector classifications and company market caps. Missing peer pay figures for 2011 are due to differences in company filing schedules.

Pay Peer Group

For determining our relative TSR for purposes of vesting PUs granted under the 2009-2011 MTIP and the 2011-2013 MTIP, the Compensation Committee uses a peer group comprised of companies in the S&P 500 Industrials and Materials subsets, the constituents of which are publicly available. We are a member of the S&P 500 Industrials subset.

Performance Peer Group

MTIP: S&P 500 Industrials and Materials subset.

COMPENSATION COMMITTEE MEMBERS

Director	Membership	Age	Gender	Tenure	Independence
David E.I. Pvott	Chairman	58	Male	13	Outside Related
Brad A. Alford	Member	55	Male	2	Outside
Julia A. Stewart	Member	56	Female	9	Outside