



News Release

Stock Symbol: TSX – CCL.A and CCL.B

For Immediate Release, July 27, 2009

CCL LABEL EXTENDS ITS GEOGRAPHIC FOOTPRINT TO THE MIDDLE EAST AND INDIA

Toronto, July 27, 2009 – CCL Industries Inc., a world leader in specialty packaging solutions for the consumer products and healthcare industries, announced today that it has signed an agreement with Pacman Group, Dubai in the United Arab Emirates, which will enable the company to service its customers in new territories.

The agreement, effective August 1st, 2009, grants Pacman Group exclusive rights to manufacture CCL Label products in the Middle East and Africa outside of South Africa under a licensing arrangement. Pacman Group has more than 200 employees in plants in Dubai, Oman and Egypt, and with sales of approximately US\$25 million, is the largest label converter located in the Arab-speaking world. The company will change its corporate identity to Pacman-CCL as part of the licensing arrangement and will remain a 100% subsidiary of privately held Albwardy Investment, also based in Dubai.

The two companies have also announced their intention to create a jointly owned company to manufacture and sell labels in India with a new facility coming on line in 2010.

Geoffrey Martin, President and CEO of CCL Industries said, “Pacman Group is the most respected name in the label industry in this part of the world, and we are delighted to bring CCL’s global customers, procurement efficiencies and technical know-how to this new geographic territory. Many of the Pacman Group managers and employees emanate originally from the Indian sub continent, so we believe our move there can be accelerated by an equity joint venture arrangement with Albwardy Investment and the participation of the Pacman Group team.”

John Dawson, Managing Director of the Pacman Group added, “We are delighted to have the support of the world’s largest company in this field to help build our business in these important and rapidly growing emerging markets. I am sure together we can deliver innovation and value for our many common customers in the region.”

With headquarters in Toronto, Canada, CCL Industries employs approximately 5,400 people and operates 56 production facilities in North America, Europe, Latin America and Asia Pacific. CCL Label is the world's largest converter of pressure sensitive and film materials and sells to leading global customers in the consumer packaging, healthcare, and consumer durable segments. CCL Container and CCL Tube produce aluminum cans, bottles and plastic tubes for the consumer products industry in North America.

Any forward-looking statements contained in this press release, including statements regarding the operations, business, financial condition, priorities, ongoing objectives, strategies and outlook of the Company, other than statements of historical fact, are forward-looking statements. Forward-looking statements include all statements that are predictive in nature or depend on future events or conditions. They involve known and unknown risks and uncertainties, and assumptions relating to future events and conditions, including, but not limited to, the evolving global financial crisis and its impact on the world economy and capital markets; the impact of competition; consumer confidence and spending preferences; general economic and geopolitical conditions; currency exchange rates; interest rates and credit availability; income tax rates and the ability to tax-benefit losses by jurisdiction; technological change; changes in government regulations; risks associated with operating and product hazards; and CCL's ability to attract and retain qualified employees. Do not unduly rely on forward-looking statements as the Company's actual results could differ materially from those anticipated in these forward-looking statements. Unless noted otherwise, all amounts are expressed in Canadian dollars.

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For more details on Pacman-CCL visit www.pacmangroup.com