



News Release

Stock Symbol: TSX – CCL.A and CCL.B

For Immediate Release, April 19, 2010

CCL Industries Signs Global Licensing Contract With Krones AG

Toronto, April 19, 2010 – CCL Industries Inc., a world leader in the development of labelling solutions and specialty packaging for the consumer products and healthcare industries, announced today that it has signed a licensing agreement with Krones AG to develop and market TripleS® stretch sleeve applicator systems for common global customers in the soft drinks market. Under the terms of the transaction Krones will have the right to market next generation applicator machine systems for stretch sleeves under patents owned by CCL for a one time fee. CCL Label will continue to supply TripleS® sleeves to customers adopting the technology.

Guenther Birkner, Group Vice President of CCL Label's Food and Beverage business commented "Krones is recognized as the premier supplier of labelling equipment to the beverage industry globally. This license will allow us to accelerate the deployment of our technology much faster than with our own resources and leaves CCL to focus on its core business of label supply."

Geoffrey T. Martin, President and CEO of CCL Industries added "We are very pleased to find a company of this calibre to co-market and supply this exciting new technology to our many common customers."

Based in Neutraubling, Germany, Krones AG is the worldwide leading supplier of equipment and services to the Food and Beverage industry with a global support and service network reaching all continents.

With headquarters in Toronto, Canada, CCL Industries now employs approximately 5,600 people and operates 60 production facilities globally located to meet the sourcing needs of large international customers. CCL Label is the world's largest converter of pressure sensitive and film materials for label applications and sells to leading global customers in the consumer packaging, healthcare, automotive and consumer durable markets. CCL Container and CCL Tube are leading producers of aluminum aerosol cans, bottles and extruded plastic tubes for consumer packaged goods customers in the United States, Canada and Mexico.

This press release contains forward-looking information and forward-looking statements, as defined under applicable securities laws, (hereinafter collectively referred to as “forward-looking statements”) that involve a number of risks and uncertainties. Forward-looking statements include all statements that are predictive in nature or depend on future events or conditions. Forward-looking statements are typically identified by the words “believes,” “expects,” “anticipates,” “estimates,” “intends,” “plans” or similar expressions. 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. Specifically, this press release contains forward-looking statements regarding the acceleration of the deployment of our technology. Forward-looking statements are not guarantees of future performance. They involve known and unknown risks and uncertainties 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; 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. Forward-looking statements are also based on a number of assumptions which may prove to be incorrect, including, but not limited to, assumptions about the following: global economic recovery and higher consumer spending; improved customer demand for the Company’s products; continued historical growth trends, market growth in specific segments and entering into new segments; the Company’s ability to provide a wide range of products to multinational customers on a global basis; the benefits of the Company’s focused strategies and operational approach; the achievement of the Company’s plans for improved efficiency and lower costs; the availability of cash and credit; the fluctuations of currency exchange rates; the Company’s continued relations with its customers; and general business and economic conditions. Should one or more risks materialize or should any assumptions prove incorrect, then actual results could vary materially from those expressed or implied in the forward-looking statements. Further details on key risks can be found in the MD&A section of our 2009 Annual Report, particularly under Section 4: “Risks and Uncertainties”. Our annual and quarterly reports can be found online at www.cclind.com and www.sedar.com or available upon request. Except as otherwise indicated, forward-looking statements do not take into account the effect that transactions or non-recurring or other special items announced or occurring after the statements are made may have on our business. Such statements do not, unless otherwise specified by us, reflect the impact of dispositions, sales of assets, monetizations, mergers, acquisitions, other business combinations or transactions, asset write-downs or other charges announced or occurring after forward-looking statements are made. The financial impact of these transactions and non-recurring and other special items can be complex and depends on the facts particular to each of them and therefore cannot be described in a meaningful way in advance of knowing specific facts. The forward-looking statements are provided as of the date of this press release and the Company does not assume any obligation to update or revise the forward-looking statements to reflect new events or circumstances, except as required by law.

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For more details on CCL, visit our website - www.cclind.com

For more details on Kronos AG, visit their website at www.kronos.com