



**News Release**

**Stock Symbol: TSX – CCL.A and CCL.B**

***For Release 8:30 AM, Monday, March 3, 2014***

**CCL INDUSTRIES UPDATES ON CORPORATE DEVELOPMENT**

**Toronto, March 3, 2014** – CCL Industries Inc. (“CCL”), a world leader in specialty label and packaging solutions for global corporations, small businesses and consumers, announced today that it has recently concluded a number of transactions. The Company has acquired outright its license holder for Turkey, CCL Dekopak, a leading producer of shrink sleeves for international customers based in Istanbul. CCL Label plans to use the new business as an entry platform for all product lines in Turkey and will relocate operations to a new plant to facilitate the expansion. In Japan CCL Label acquired the assets of Kadomise, a small producer of pressure sensitive labels based in Shikoku which will be combined with an existing operation in the country. In a similar transaction CCL Label Australia acquired the Hunter Valley, New South Wales wine label customers of Labelcraft Pty Ltd which will be integrated into the recently commissioned new facility in Sydney.

Initial combined consideration for these three transactions amounted to \$6 million and together the businesses are expected to add approximately \$12 million in sales and at least \$1.5 million EBITDA (“earnings before interest, taxes, depreciation and amortization”) in their first full year. The transaction in Turkey includes a contingent consideration payable in 2017 subject to EBITDA improvement averaged over the first three years of the venture. A similar arrangement is in place for the Australian transaction payable in early 2015, subject to the degree of customer retention in the current year. These contingent considerations are entirely performance-driven and therefore should not materially impact the entry purchase price multiple based on the trailing EBITDA at the time of any payment.

Finally the Company confirmed the closing of its previously announced agreement to acquire Sancoa & TubeDec, privately owned producers of labels and tubes for Home & Personal Care customers in North America. The new business unit will trade with immediate effect as “CCL Label TubeDec” and will be part of the global CCL Label Home & Personal sector headed by Ben Rubino, President.

Geoffrey T. Martin, President & CEO of CCL Industries Inc., commented, “We are pleased to report on further international expansion, adding and developing important geography and continuing to build our fast growing CCL Label Food &

Beverage sector headed by Guenther Birkner, President. In North America, we expect to find significant cost, innovation and procurement synergies at Sancoa & TubeDec through its combination with existing CCL Label Home & Personal Care operations. For 2016, we plan to improve EBITDA from the acquired revenue stream by approximately \$5 million. Over the intervening period the Company expects to incur approximately \$4 million of integration costs including transaction expenses from the acquisition process.”

CCL Industries employs approximately 10,000 people and operates 95 production facilities in 27 countries on 5 continents with corporate offices in Toronto, Canada, and Framingham, Massachusetts. CCL Label is the world’s largest converter of pressure sensitive and extruded film materials for a wide range of decorative, instructional and functional applications for large global customers in the consumer packaging, healthcare, automotive and consumer durables markets. Extruded & laminated plastic tubes, folded instructional leaflets, precision printed & die cut metal components with LED displays and other complementary products and services are sold in parallel to specific end-use markets. Avery is the world’s largest supplier of labels, specialty converted media and software solutions to enable short run digital printing in businesses and homes alongside complementary office products sold through distributors and mass market retailers. CCL Container is a leading producer of impact extruded aluminum aerosol cans and bottles 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 successful integration of Sancoa and TubeDec into CCL Label; estimated EBITDA improvements; expected integration and transaction expenses and the Company’s expectations regarding general business and economic conditions. 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, including stable aluminum costs; the availability of cash and credit; 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 2013 MD&A, particularly under Section 4: "Risks and Uncertainties." CCL's annual and quarterly reports can be found online at [www.cclind.com](http://www.cclind.com) and [www.sedar.com](http://www.sedar.com) or are 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 CCL's business. Such statements do not, unless otherwise specified by the Company, 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](http://www.cclind.com)