

**MARTHA STEWART LIVING OMNIMEDIA TEAMS WITH AVERY DENNISON AND STAPLES®
TO LAUNCH INNOVATIVE HOME OFFICE PRODUCT LINE**

MARTHA STEWART HOME OFFICE™ To Debut in the First Quarter of 2012 with Exclusive Distribution at Staples

Framingham, Mass. (Sept. 22, 2011) -- Martha Stewart Living Omnimedia, Inc. (NYSE:MSO), the Office and Consumer Products Group of Avery Dennison Corporation (NYSE:AVY) and Staples®, Inc. (NASDAQ:SPLS) announced today they have teamed together to create the Martha Stewart Home Office™ with Avery® product line.

The Martha Stewart Home Office with Avery product line uniquely combines Martha Stewart's creative eye and thoughtful attention to detail, Avery Dennison's expertise in innovation and quality, and Staples' leadership in retailing to make it easy for consumers to keep their home offices or home-based businesses well-organized, efficient and beautiful.

The compelling new array of everyday products in the line will debut in early 2012 with more than 300 SKUs across multiple product categories, which will be sold exclusively at Staples, the world's largest office products company with more than 1,500 U.S. stores and more than 320 Canadian stores serving small businesses and consumers, and through Staples.com.

"The home office or work area is often a hub for the busy, modern household and a growing number of home-based entrepreneurial initiatives. To manage works in progress and keep accurate records, it helps to have a good system of organization and well-designed products that are as functional as they are beautiful," said Martha Stewart, founder of Martha Stewart Living Omnimedia. "I am happy to be working with Avery Dennison and Staples to offer consumers affordable, quality products that will inspire them to enhance, improve and brighten their home office environment."

"We are pleased to partner with Martha Stewart and Staples to launch a broad line of innovative products that will help consumers stay organized in the home office," said Tim Bond, group vice president, Avery Dennison Office and Consumer Products. "The new Martha Stewart Home Office with Avery brand reinforces our commitment to help consumers stay organized with little things that work in a big way."

"Martha Stewart's passion and expertise are reflected in these products, which will provide solutions to easily personalize and blend existing organization systems used in the home, office or home-based business," said Jevin Eagle, executive vice president of merchandising and marketing, Staples, Inc. "We are thrilled to work with Martha Stewart and Avery Dennison in the development of a truly unique product line that fills a void in the home office space as well as fulfills our brand promise of 'bringing easy' to our customers."

The home organization market is a \$21 billion business in the U.S. according to an independent study conducted by Bain Capital in 2010. Currently, there is no leading national brand offering a complete product line designed specifically for the home office space. Moreover, nearly 24 million people work from home, according to the U.S. Bureau of Labor Statistics, and there are nearly 20 million home-based businesses in the U.S. today, more than 17 million of which are operated by women. With Martha Stewart products already in more than 70 million households and 37 million women reached monthly through Martha Stewart Living Omnimedia's online, magazine, television and radio properties, the Martha Stewart Home Office line is extremely well positioned to capture this opportunity. In fact,

according to recent proprietary research, 79% of consumers who follow Martha Stewart say her brand influences how they think about, organize and manage their households.

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About Martha Stewart Living Omnimedia, Inc.

Martha Stewart Living Omnimedia, Inc. (NYSE: MSO) is a diversified media and merchandising company, inspiring and engaging consumers with unique lifestyle content and distinctive products. The Publishing segment encompasses the company's print and digital businesses and is comprised of four magazines, including MSLO's flagship publication, Martha Stewart Living, periodic special issues, books, websites, digital apps, blogs, and more. The Broadcasting segment produces the Emmy-winning, daily television series, "The Martha Stewart Show," and other original programming on Hallmark Channel, including "Mad Hungry with Lucinda Scala Quinn." Broadcasting also encompasses Martha Stewart Living Radio on SIRIUS XM Channel 110. In addition to its media properties, MSLO offers high-quality Martha Stewart products through licensing agreements with carefully selected companies, including the *Martha Stewart Collection* exclusively at Macy's, the *Martha Stewart Living* line of home-improvement products at The Home Depot, *Martha Stewart Crafts* with EK Success at Michaels, Jo-Ann Fabric, and independent retailers, the Martha Stewart Pets line at PetSmart. In 2008, Emeril Lagasse joined the Martha Stewart family of brands; MSLO acquired the assets related to Lagasse's media and merchandising business, including television programming, cookbooks, and emerils.com website and his licensed kitchen and food products. For additional information about MSLO, visit www.marthastewart.com.

About Avery Dennison Office and Consumer Products

Avery Dennison Office and Consumer 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 and Consumer 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).

About Staples, Inc.

Staples is the world's largest office products company and a trusted source for office solutions. The company provides products, services and expertise in office supplies, copy & print, technology, facilities and breakroom, and furniture. Staples invented the office superstore concept in 1986 and now has annual sales of \$25 billion, ranking second in the world in eCommerce sales. With 90,000 associates worldwide, Staples operates in 26 countries throughout North and South America, Europe, Asia and Australia, making it easy for businesses of all sizes, and consumers. The company is headquartered outside Boston. More information about Staples (Nasdaq: SPLS) is available at www.staples.com/media.