

Multi-Color Corporation Wins Innovation Award from GAA

Gravure Association of America Awards Two 2007 Golden Cylinder Awards to MCC

SHARONVILLE, Ohio — Multi-Color Corporation (MCC) recently received two 2007 GAA Golden Cylinder Awards: Best in Packaging – Labels/Wrappers, Paper for Multi-Color Corporation’s rendition of Miller Brewing Company’s Leinenkugen Sunset Wheat and Packaging – Technical Innovation for the MCC produced 5 Gallon Drum for Plastikan, Inc.

The two (2) awards included recognition for labels in beverages and industrial packaging. The GAA Golden Cylinder Award for Packaging – Label/Wrappers, Paper was in recognition for Leinenkugel’s Sunset Wheat label for Miller Brewing Co. The key to the effects of this winning label is the modified five-color process allowing the metallized paper to show through and create transparent areas. According to the judges, “it was the highlight of the piece.”

MCC was also recognized in the category of Packaging – Technical Innovation for the 5-Gallon Plastikan® Drum citing its use of the new, innovative flameless chemistry giving this “award winner a unique application process which proved to be a real advantage during the decoration process.”

“As the marketing and technical resource for the gravure industry, GAA embraces its responsibility to recognize the achievements of these Golden Cylinder Award winners and celebrate them in a grand way,” stated Bill Martin, CEO of GAA and publisher of *GRAVURE Magazine*.

The Gravure Association of America conducts the Annual Golden Cylinder Awards Competition to promote the gravure process and to provide peer recognition for technical achievement. The competition is designed to identify the “Best of the Best” in each segment of the industry and distinguish technical innovations.

GAA received over 100 entries for the 23rd annual competition which were judged over a two (2) day period by seven (7) gravure industry professionals.

Based in Sharonville, Ohio, Multi-Color Corporation (NASDAQ: LABL) is a premier global resource of innovative decorating solutions and packaging services to consumer product, and food and beverage companies, national retailers and container manufacturers worldwide. Multi-Color is one of the world’s largest producers of in-mold labels (IML’s) and heat transfer labels (HTL’s), and a major manufacturer of high quality, cut-and-stack and pressure sensitive labels and shrink sleeves. Multi-Color has eight manufacturing locations in the United States. Its products are shipped to more than 650 customers in the United States, Canada, Mexico, and Central and South America. For more information please visit www.multicolorcorp.com.