



For News Release

Stock Symbol: TSX – CCL.A and CCL.B

For Immediate Release, Monday, November 21, 2011

**CCL INDUSTRIES ANNOUNCES THE APPOINTMENT OF TWO
GLOBAL BUSINESS PRESIDENTS**

Toronto, November 21, 2011 – CCL Industries Inc., a world leader in specialty packaging solutions for the consumer products and healthcare industries, announced today that it is appointing two of its CCL Label executives to newly created Global Business President roles reporting to the Company's Chief Executive Officer, Geoffrey Martin.

Ben Rubino (48) is appointed **President, Home & Personal Care Worldwide** and will lead CCL's Label and Tube activities in this customer sector. Mr. Rubino graduated from Dickinson College in Pennsylvania, and is a 20 year veteran of CCL Label progressing through various sales and business leadership assignments. He previously worked at what is now the Label & Packaging Materials segment at Avery Dennison Corporation. He will continue to be based at the CCL Label operation in Shelton, CT, in the United States.

Guenther Birkner (38) is appointed **President, Food & Beverage Worldwide** and will lead the Pressure Sensitive Label and Sleeve businesses that sell into these markets. Mr. Birkner has also worked in the label industry for 20 years. He was formerly a principal shareholder of a privately held label converter in Austria, Pachem AG, which created CCL's initial activity in this market through a 2003 joint venture with CCL Label. The Company fully acquired the joint venture in 2005. He will continue to be based at the CCL Label operation in Hohenems, Austria.

A number of internal promotions have been announced within the third CCL Label global customer sector, Healthcare & Specialty, which along with CCL Container will continue to report into a combination of Geoffrey Martin and John Pedroli, President, CCL North America. Mr. Martin also retains his direct oversight and involvement in Emerging Markets as the Company looks to accelerate its growth in these regions.

Mr. Martin commented, "Many of CCL's customers are now globally aligned and we have tried to mirror their structures in our own organization with business teams and highly focused operations drilled deeply into specific market sector needs. We

are indeed fortunate to have two such highly experienced managers, both veterans of the label industry, to continue developing our mission to sustain global leadership in these sectors and drive financial performance for shareholders. I am also very pleased to see a number of other CCL managers progress in this reorganization demonstrating the experienced bench strength the Company enjoys in its leadership ranks.”

With headquarters in Toronto, Canada, CCL Industries now employs approximately 6,300 people in 68 plants 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 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.

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 anticipated success of its management teams; 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 MD&A section of CCL’s 2010 Annual Report, particularly under Section 4: “Risks and Uncertainties”. CCL’s annual and quarterly reports can be found online at www.cclind.com and 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