



For Immediate Release

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New York Jets Announce Partnership with Avery Dennison

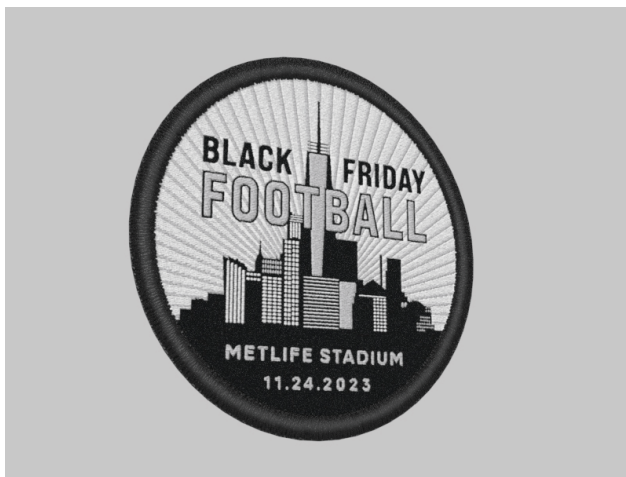
Partnership will Activate in Both the United States and the United Kingdom

Avery Dennison will be the Presenting Partner of the NFL's First-Ever Black Friday Game

November 21, 2023 – The New York Jets and Avery Dennison, a global materials science and digital identification solutions company, announce a new multi-year partnership naming Avery Dennison “Official Embellishments Partner of the New York Jets.” This partnership provides the opportunity for Avery Dennison and the Jets to collaborate through various fan-enhancement platforms throughout the United States and United Kingdom. The Jets partnership with the global company marks the team’s fifth partnership in the UK.

“We’re excited to partner with an industry leader such as Avery Dennison. The Jets pride ourselves on collaborating with innovative companies, expanding our partnerships globally, and providing our fans the best experiences,” said Jeff Fernandez, Jets VP, Business Development + Ventures. “We look forward to this opportunity to creatively weave Avery Dennison into many of our fan engagement initiatives.”

As part of the partnership, Avery Dennison will be the presenting partner of the Jets first-ever Black Friday game against the Miami Dolphins at MetLife Stadium. To commemorate the game, Avery Dennison will be giving away an exclusive and limited edition Black Friday Football patch. Furthermore, all fans who attend the game will receive an Avery Dennison branded rally towel that includes an exclusive Jets Shop discount.



For the UK fanbase, Avery Dennison will be the presenting partner of three Jets Watch Parties in the United Kingdom for fans to come together and watch the team live during the season. Watch Parties will be held Friday, November 24th at The Bierkeller Manchester, and Sunday, December 10th in Leeds, and will feature exclusive Avery Dennison giveaway items including a Jets and Avery Denison branded scarf. A previous watch party was held in Leicester, England in September.

Steve Mason, vice president and general manager, Embelex at Avery Dennison noted, “The NY Jets will be a strategic partner to Avery Dennison’s continued growth in sport in the United States. We look forward to working hand in hand with their entire organization to add value to the fan experience through our Embelex product solutions, including but not limited to digitally enabled fanwear that can provide new consumer engagement opportunities for both of our great brands.”

Avery Dennison will also be partnering with the Jets on an exclusive NFL Draft fan activation with giveaways utilizing Avery Dennison’s proprietary digital solutions, beginning in 2024.

The Jets were awarded international marketing rights to the United Kingdom in 2022 as part of the NFL’s Global Markets Program initiative. The initiative provided all 32 NFL clubs the right to pursue and bid on international markets with the goal of globally expanding the game of American football.

About Avery Dennison

Avery Dennison Corporation (NYSE: AVY) is a global materials science and digital identification solutions company that provides branding and information labeling solutions, including pressure-sensitive materials, radio-frequency identification (RFID) inlays and tags, and a variety of converted products and solutions. The company designs and manufactures a wide range of labeling and functional materials that enhance branded packaging, carry or display information that connects the physical and the digital, and improve customers' product performance. The company serves an array of industries worldwide, including home and personal care, apparel, e-commerce, logistics, food and grocery, pharmaceuticals and automotive. The company employs approximately 36,000 employees in more than 50 countries. Reported sales in 2022 were \$9.0 billion. Learn more at www.averydennison.com.

About the New York Jets

The New York Jets were founded in 1959 as the New York Titans, an original member of the American Football League (AFL). The Jets won Super Bowl III, defeating the NFL's Baltimore Colts in 1969. In 1970, the franchise joined the National Football League in the historic AFL–NFL merger that set the foundation for today's league. As part of a commitment to its fan base through innovation and experiences, the team has created initiatives such as, its trailblazing Jets Rewards program, a state-of-the-art mobile app, and 1 JD Entertainment, a comprehensive content platform that gives fans greater access to the team across all digital and social platforms. The organization takes great pride in a long-standing, year-round commitment to their community. These programs are funded by the New York Jets Foundation and look to positively influence the lives of young men and women in the tri-state area, particularly in disadvantaged communities. The organization supports the efforts of the Lupus Research Alliance, youth football and numerous established charitable organizations and causes sponsored by the NFL. The New York Jets play in MetLife Stadium, which opened in 2010, and are headquartered at the Atlantic Health Jets Training Center in Florham Park, New Jersey. For more information about the New York Jets visit newyorkjets.com.