Standard Register Becomes First to Achieve
Underwriters Laboratories (UL) In-Mold Labeling Certification

DAYTON, OH – August, 28, 2012 — Standard Register (NYSE:SR), a leader in the management and execution of mission-critical communications, is the first company to be certified under a new Underwriters Laboratories (UL) certification program for In-Mold Labeling (IML).

As an expansion of UL Marking and Labeling Systems Certification offerings, the IML program was designed to support label manufacturers, including Standard Register, who develop durable, flexible and permanent in-mold labels that display safety-related information on UL certified products. In-mold labeling has been used for years to decorate and provide information on various consumer products sold in plastic containers, including food, cosmetics and cleaning supplies. To accommodate the use of IMLs on durable goods submitted for certification, UL developed a Marking and Labeling System program specifically for IMLs.

 "The Standard Register Company is trusted by the world's leading companies to advance their reputations by aligning their communications with corporate standards and priorities," said Steve McDonell, vice president, Engineering and Sustainability for Standard Register. "By participating in this new program Standard Register demonstrates its commitment to help our customers communicate warning information and provide durable and attractive additions to their products using in-mold labels that meet UL rigorous permanence of marking requirements."

Standard Register offers labeling and decorating solutions through its next generation IML technology, such as its Grafilm® In-Mold Labeling System, a patented family of products that mechanically bonds a label to the substrate, rather than traditional chemical bond, allowing to conformability to irregular product surfaces, meeting UL precise requirements.

To receive certification, Standard Register was evaluated in accordance with the same safety standards used to evaluate pressure-sensitive labels, including the Standard for Marking & Labeling Systems, UL 969 and the CSA Standard for Adhesive Labels, C22.2 No. 0.15.

"At UL, we understand how important it is to convey critical safety information to consumers, and for over four decades we have been working with label manufacturers to test and certify their labels for safe use. As new label types have come to market, UL has developed new programs to ensure that safety marking on products continue to

comply with applicable performance requirements." said Manish Bhatnagar, VP and GM, UL Global Chemicals Industry. "As a result we are excited to announce our new In-mold Label Testing Program, and are pleased to have Standard Register be the first customer to meet these new requirements."

Learn more about Standard Register's In-Mold Labeling at
http://www.standardregister.com/solutions/product-marking-and-labeling.asp

About Standard Register
Standard Register (NYSE: SR), celebrating 100 years of innovation, is trusted by the world's leading companies to advance their reputations by aligning their communications with corporate standards and priorities. Providing market-specific insights and a compelling portfolio of solutions to address the changing business landscape in commercial, financial services, healthcare and industrial markets, Standard Register is the recognized leader in the management and execution of mission-critical communications. More information is available at www.standardregister.com.

About UL
UL is a premier global safety science company with more than 100 years of proven history. Employing nearly 9,000 professionals in 46 countries, UL is evolving the future of safety with five distinct business units – Product Safety, Environment, Life & Health, Verification and Knowledge Services – to meet the expanding needs of customers and the global public. For more information on UL's family of companies and network of 95 laboratory, testing and certification facilities, go to UL.com.

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