

# MULTI-COLOR PRESS RELEASE

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08.03.17

## MCC ACQUIRES GEWA ETIKETTEN IN GERMANY

MCC is very pleased to announce the acquisition of GEWA Etiketten in August 2017. This acquisition provides MCC with further opportunity to expand our market share in the European wine market. GEWA, established in 1931 in the wine region near Frankfurt, is a leading producer of labels for Wine, Sparkling Wine and Spirits in Germany.

### ABOUT MULTI-COLOR

Multi-Color, headquartered near Cincinnati, Ohio, with over 8,700 employees, is a leader in global label solutions supporting a number of the world's most prominent brands including leading producers of Home and Personal Care, Food and Beverage, Wine and Spirits, Healthcare and Specialty Consumer Products. Multi-Color serves international brand owners in North, Central and South America, Europe, China, Southeast Asia, Australia, New Zealand, and Africa with a comprehensive range of the latest label technologies in Pressure Sensitive, Glue-Applied (Cut and Stack), In-Mold, Shrink Sleeve and Heat Transfer. Multi-Color is a public company trading on the NASDAQ Global Select Market Exchange (company symbol: LABL).

For additional information on Multi-Color, please visit <http://www.mcclabel.com>.

#### MULTI-COLOR CORPORATION

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