March 29, 2010

Tenaya Launches Shelf Stable, Aseptically Filled MADE(R) Beverages in Ball PET Bottles

BROOMFIELD, Colo., March 29 /PRNewswire-FirstCall/ -- Tenaya, LLC, Chicago, Ill., has introduced MADE® beverages in Ball Corporation's (NYSE: BLL) 16-oz. PET bottles with KHS Plasmax® barrier coating. MADE beverages are filled at Kan-Pak, LLC, Arkansas City, Kan., and are among the first high acid, shelf-stable beverages aseptically filled in PET bottles in North America.

According to Tenaya, MADE is a certified organic, all natural line of beverages that combine green tea and fruit juices with refreshing floral and herbal extracts for a truly unique beverage option. It is available in eight varieties: Strawberry Lemonade, Pomegranate Mojito, Blackberry Peach, Cranberry Limeade, Strawberry Mojito, Pomegranate Lemonade, Raspberry Peach and Blueberry Lemonade.

"The entire Tenaya team shares a philosophy and a vision about how to develop products that are better for the earth, good for the company and good for people, and we do our part to support the overall health of the environment," says Charley Snell, Tenaya founder and former executive of Nestlé USA. "We strive for environmentally friendly production and packaging. To that end, our current products are uniquely created and packaged aseptically to allow for shelf-stable storage with no need for preservatives or refrigeration, reducing the environmental impact of shipping and storage. We chose Ball's Plasmax-coated PET bottles because the bottles are 100 percent recyclable and widely accepted for recycling, and the Plasmax barrier is highly compatible with the aseptic filling process."

The term Aseptic means "free of pathogenic organisms," and the aseptic filling process removes all organisms that can cause spoilage, without impacting flavor or nutrition. The end result is an aseptically packaged beverage that can be safely shipped and stored for up to six months, without preservatives or refrigeration.

Ball is the only PET bottle manufacturer inNorth America to offer Plasmax, an ultra-thin, commercially proven, transparent, internal silicon oxide barrier coating technology that protects the beverage inside the bottle from oxygen ingress and also prevents the PET from absorbing the sterilizing agent used inside of the bottles as part of the aseptic filling process. Unlike many other PET barriers, Plasmax is easily removed during the PET recycling process and as a result does not contaminate the recycled PET. Finally, because the barrier does not degrade over time, the length of time bottle inventory can be stored is not limited by the barrier material.

Tenaya, LLC is in business to bring organic refreshment to people everywhere and manufacture products conducive to a good life and a good environment. The company is a supporter of the Organic Trade Association. To learn more, visit www.madedrinks.com.

Ball Corporation is a supplier of high-quality metal and plastic packaging for beverage, food and household products customers, and of aerospace and other technologies and services, primarily for the U.S. government. Ball Corporation and its subsidiaries employ more than 14,000 people worldwide and reported 2009 sales of more than $7.3 billion. For the latest Ball news and for other company information, please visit www.ball.com.

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Image Available: http://www.ballcorporate.com/page.jsp?page=44&id=54

Forward-Looking Statements

This release contains "forward-looking" statements concerning future events and financial performance. Words such as "expects," "anticipates," "estimates" and similar expressions are intended to identify forward-looking statements. Such statements are subject to risks and uncertainties which could cause actual results to differ materially from those expressed or implied. The company undertakes no obligation to publicly update or revise any forward-looking statements, whether as a result of new information, future events or otherwise. Key risks and uncertainties are summarized in filings with the Securities and Exchange Commission, including Exhibit 99.2 in our Form 10-K, which are available at our Web site and at www.sec.gov. Factors that might affect our packaging segments include fluctuation in product demand and preferences; availability and cost of raw materials; competitive packaging availability, pricing and substitution; changes in climate and weather; crop yields; competitive activity; failure to achieve anticipated productivity improvements or production cost reductions; mandatory deposit or other restrictive packaging laws; changes in major customer or supplier contracts or loss of a major customer or supplier; and changes in foreign exchange rates or tax rates. Factors that might affect our aerospace segment include: funding, authorization, availability and returns of government and commercial contracts; and delays, extensions and technical uncertainties affecting segment contracts. Factors that might affect the company as a whole include those listed plus: accounting changes; changes in senior management; the current global recession and its effects on liquidity, credit risk, asset values and the economy; successful or unsuccessful acquisitions, joint ventures or divestitures; integration of recently acquired businesses; regulatory action or laws including tax, environmental, health and workplace safety, including in respect of climate change, or chemicals or substances used in raw materials or in the manufacturing process; governmental investigations; technological developments and innovations; goodwill impairment; antitrust, patent and other litigation; strikes; labor cost changes; rates of return projected and earned on assets of the company's defined benefit retirement plans; pension changes; reduced cash flow; interest rates affecting our debt; and changes to unaudited results due to statutory audits or other effects.

SOURCE Ball Corporation