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Ball Unveils Proprietary Dynamark™ Variable Printing Technology

BROOMFIELD, Colo., Feb. 13, 2013 /PRNewswire/ -- Ball Corporation (NYSE: BLL), the leader in aluminum beverage can innovation and manufacturing, unveiled Dynamark™ Variable Printing Technology yesterday. Ball revealed the newly licensed technology in a presentation at the WestPack packaging conference in Anaheim, Calif., where packaging industry experts gathered to learn about the latest packaging technologies and trends.

"Variability is an increasingly important tool that brand marketers can leverage to connect with consumers," said Jay Billings, director of innovation and marketing for Ball's metal beverage packaging, Americas business. "Continued economic uncertainty has caused consumers to take fewer shopping trips, and brands need ways to differentiate themselves and capture attention. Dynamark™ allows marketers to create and execute unique promotions to generate excitement and the sense of discovery for their consumers."

Utilizing Dynamark™ Variable Printing Technology, Ball customers are able to achieve graphic variety on their cans without the expensive and time consuming operational challenges of the past. The new innovation allows variety in graphics while using the same proven printing process Ball perfected over the past 30 years. While there are processes currently available that can achieve variability, Dynamark™ technology achieves variable graphics at normal production speeds, saving time and cost.

Dynamark™ Variable Printing Technology will soon be available to Ball beverage customers globally and is slated to be an option for Ball's aluminum aerosol customers later in the year.

Ball Corporation is a supplier of high quality 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 approximately 15,000 people worldwide and reported 2012 sales of more than $8.7 billion. For the latest Ball news and for other company information, please visit http://www.ball.com.

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 on our website 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; political instability and sanctions; 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 recent global recession and its effects on liquidity, credit risk, asset values and the economy; successful or unsuccessful acquisitions; regulatory action or laws including tax, environmental, health and workplace safety, including U.S. FDA and other actions affecting products filled in our containers, 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; uncertainties surrounding the U.S. government budget and debt limit; reduced cash flow; interest rates affecting our debt; and changes to unaudited results due to statutory audits or other effects.

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