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Enjoy Founders Beer "All Day" In Ball Cans

BROOMFIELD, Colo., May 2, 2013 /PRNewswire/ -- Founders Brewing Co. will be offering this summer its seasonal "All Day IPA" for the first time ever in cans from Ball Corporation (NYSE:BLL).

(Photo: https://photos.prnewswire.com/prnh/20130502/LA06562)

"Founders Brewing Co.'s decision to offer its craft beer in Ball cans is a strong endorsement of the can as a sustainable, consumer-friendly package that can accompany craft beer consumers anywhere they go," said Robert M. Miles, senior vice president, sales for Ball's metal beverage packaging division, Americas. "By moving to Ball's aluminum cans, craft brewers are finding new ways to differentiate their brands. The result is an engaging package that is impenetrable to light and oxygen."

"The decision to go with Ball for our cans was really a value judgment on our part," said Brad Stevenson, Founders' vice president of operations. "We always seek to maximize value as defined by the best combination of quality, price and service."

Founders Brewing Co.'s All Day IPA will be available in cans across the brewer's distribution footprint beginning this summer.

Located in Grand Rapids, Mich., Founders Brewing Co. was started in 1997 by co-founders Mike Stevens and Dave Engbers. Since that time, Founders has evolved into one of the most recognized craft breweries in the United States. For more information about Founders Brewing Co., please visit http://www.foundersbrewing.com.

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 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.

SOURCE Ball Corporation