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Ball Unveils New Dynamic, Responsive Global Website

BROOMFIELD, Colo., April 11, 2016 /PRNewswire/ --Ball Corporation (NYSE: BLL) launched a new, redesigned website at www.ball.com, which unites its packaging and aerospace businesses as well as its global regions. The new site features a clean, eye-catching design, improved user experience, and messaging that reflects Ball's "can-do," "let's-do" and "will-do" spirit.

Based on feedback from Ball stakeholders, including customers, the site's content is designed to inspire through interesting imagery, product and program information, videos, downloads and other new features. The home page and main navigation also make it quick and easy for site visitors to access the content they want, or they can explore Ball's comprehensive solutions, including markets, capabilities, and programs.

To better serve stakeholders around the world and reflect the global reach of Ball's business, the site's region selector allows visitors to select a region – The Americas, Europe or Asia – when visiting the site for the first time. Visitors can easily navigate to other regions through the site's main navigation.

"We've designed the new Ball.com to serve as a virtual representation of what's going on at Ball and to be a hub of information for our various stakeholders," said Kathleen Pitre, vice president of communications and corporate relations. "We will continually add new content, such as features, images and videos, and the site will evolve to reflect ongoing changes to our business."

With its new look, enhanced content, improved search functionality, mobile responsiveness and easy-to-find contact information, the new Ball.com enables customers and others to better interact with Ball in real time.

About Ball Corporation
Ball Corporation supplies innovative, sustainable packaging solutions for beverage, food and household products customers, as well as aerospace and other technologies and services primarily for the U.S. government. Ball Corporation and its subsidiaries employ 15,200 people worldwide and reported 2015 sales of $8.0 billion. For more information, visit www.ball.com, or connect with us on Facebook or Twitter.

Forward-Looking Statements
This release contains "forward-looking" statements concerning future events and financial performance. Words such as "expects," "anticipates," "estimates" and similar expressions

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: a) our packaging segments include product demand fluctuations; availability/cost of raw materials; competitive packaging, pricing and substitution; changes in climate and weather; crop yields; competitive activity; failure to achieve productivity improvements or cost reductions; mandatory deposit or other restrictive packaging laws; customer and supplier consolidation, power and supply chain influence; changes in major customer or supplier contracts or loss of a major customer or supplier; political instability and sanctions; and changes in foreign exchange or tax rates; b) our aerospace segment include funding, authorization, availability and returns of government and commercial contracts; and delays, extensions and technical uncertainties affecting segment contracts; c) the company as a whole include those listed plus: changes in senior management; regulatory action or issues including tax, environmental, health and workplace safety, including U.S. FDA and other actions or public concerns affecting products filled in our containers, or chemicals or substances used in raw materials or in the manufacturing process; technological developments and innovations; litigation; strikes; labor cost changes; rates of return on assets of the company's defined benefit retirement plans; pension changes; uncertainties surrounding the U.S. government budget, sequestration and debt limit; reduced cash flow; ability to achieve cost-out initiatives; interest rates affecting our debt; and successful or unsuccessful acquisitions and divestitures, including, with respect to the proposed Rexam PLC acquisition, the effect of the announcement of the acquisition on our business relationships, operating results and business generally; the occurrence of any event or other circumstances that could give rise to the termination of our definitive agreement with Rexam PLC in respect of the acquisition; the outcome of any legal proceedings that may be instituted against us related to the definitive agreement with Rexam PLC; and the failure to satisfy conditions to completion of the acquisition of Rexam PLC, including the receipt of all required regulatory approvals.

Logo - https://photos.prnewswire.com/prnh/20130925/LA85786LOGO

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