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Monster Import Debuts in Resealable Cans From Ball

BROOMFIELD, Colo., June 4 /PRNewswire-FirstCall/ -- Monster Energy, Corona, Calif., has launched 550 ml Monster Import in resealable cans from Ball Corporation (NYSE: BLL). The cans feature the Ball Resealable End (BRE) and are supplied by Ball Packaging Europe, filled in The Netherlands and imported to the U.S. for sale.

The BRE is a revolutionary aluminum can end with an integrated flat opening mechanism made of plastic. The can is opened by simply turning the mechanism and is easily sealed again by turning it back. Unlike previous solutions for resealing beverage cans, the BRE allows the can to retain its flat end and therefore its stackability, efficient space utilization and other logistical benefits for transport, storage and retail.

Cans featuring the BRE were first introduced in Europe in 2008 and caught Monster's eye last summer at the Spanish Moto GP.

"When we saw this can we knew it would be perfect for Monster as we continue to expand the energy drink category reach with true innovation," said Geoff Bremmer, brand manager, Monster Energy. "Monster Import super premium formula was developed in Europe and packaged in this unique 'One Hand, No Hassle' resealable can, which will create a new buzz in the energy category."

The BRE adds resealability to the long list of beverage can benefits, such as superior shelf life, tamper-resistance, the ability to chill quickly, excellent billboard space and recyclability. The end meets the most stringent convenience and safety requirements: it is drip-tight, very easy to open and completely pressure stable (up to 6.4 bars). The tamper-proof seal is retained and the new can end provides an absolute barrier against light and gas.

The resealable beverage can is the result of close cooperation between Ball Packaging Europe, Coca-Cola and the Dutch company Bound2B B.V. Antonio Perra, managing director and partner in Bound2B B.V., invented the resealable can end and developed it to market maturity together with Ball Packaging Europe.

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 2008 sales of approximately $7.6 billion. For the latest Ball news and for other company information, please visit *www.ball.com*.

Image Available: http://bcdev-ext.ball.com/page.jsp?page=44

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, including our beverage can end project; 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, tax rates and activities of foreign subsidiaries. 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 credit squeeze 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 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