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Monster Energy DUB Edition Introduced in Ball's Jumbo Cap Can(R)

BROOMFIELD, Colo., Nov. 30 /PRNewswire-FirstCall/ -- Monster Energy has partnered with DUB Publishing and co-founder Myles Kovacs to develop the latest Monster Energy product, Monster Energy DUB Edition, and has launched the new beverage in the first 32-oz., resealable Jumbo Cap Can from Ball Corporation (NYSE: BLL). The Monster Energy DUB Edition can includes logos for both brands and pays homage to the automotive culture and the true urban lifestyle. It features a can end with a patented, eye-catching, lug-cap closure from Dayton Systems Group, Inc.

"Monster Energy DUB Edition is a truly innovative package - a unique beverage in the first-ever 32-oz. Cap Can," said Mark Hall, president, Monster Energy. "It is the first co-branded, urban-targeted energy drink, and the can design communicates the product's functional nature and aggressive positioning."

According to Kovacs, the marketing mastermind behind DUB Publishing, producer of DUB® Magazine - a custom car culture magazine - and the Monster Energy DUB Show Tour, the world's largest custom auto show and concert tour, the two brands created the drink to reach the African-American and Latino demographic, mostly males 18-34. DUB approached Monster about the partnership because no other energy drink company had captured this particular consumer.

Like all aluminum cans, the Jumbo Cap Can is lightweight, portable, unbreakable, quick to chill and 100 percent recyclable. It also adds the benefit of resealability, however, and features a unique "pop and smoke" effect when opened.

Ball is the only company to offer the 32-oz. and 750 mL Jumbo Cap Cans, which are the latest additions to its other resealable can offerings - the Alumi-Tek® bottle and the Ball Resealable End (BRE). The company has been the only can maker producing 32-oz. and 750 mL cans for many years. They were mostly used for beer, until Monster Energy adopted the 32-oz. can for its Monster "BFC."

"Using the resealable Cap Can technology with our large, 32-oz. and 750mL cans is a natural fit," said Mike Herdman, Chief Commercial Officer, Ball Corporation. "We are excited to offer another resealable can option to our customers, one that provides a real, functional consumer benefit and stands out on the shelf."

Monster Energy worked with Ball's graphics department in Broomfield, Colo., to set the color and graphic tolerances for perfect reproduction of the Monster Energy Dub Edition graphics

and logo on the aluminum cans. Ball has a company-owned, integrated graphic art and printing plate operation, complete with a recently improved manufacturing pilot line, to set these standards confidentially with customers before commercial production.

Image Available: http://www.ballcorporate.com/page.jsp?page=44&id=48

Monster Energy supports the scene. Be it Supercross, Warped Tour, off-road, FMX, rally, insane distance jumping, surf, skate, snow, BMX, wake, MotoGP - name it - seems athletes and bands are rockin' Monster Energy more than anything these days. Check out the types - Original Monster Energy, Lo-Carb Monster, Monster Assault, Monster's fruit juice hybrids dubbed Monster Khaos, Monster M-80 and Monster MIXXD, the ground-breaking Java Monster and X-Presso Monster premium coffee & cream drink line supercharged with Monster Energy's blend, 3 oz. Monster Hitman Energy Shooters, Monster Import, and the new nitrous oxide injected Nitrous Monster. Everyone at the DUB Show tour digs 'em - so will you. On the 'Net at www.monsterarmy.com and www.monsterenergy.com

DUB Publishing, Inc., publisher of "DUB® Magazine - The Original Automotive Lifestyles Magazine(TM)," is the leading, authoritative voice in the urban automotive lifestyle scene. DUB Magazine was the first in the industry dedicated to covering celebrity-driven vehicles and giving a first-hand look at the expansion of a multi-billion dollar industry that revolves around the vast world of car customization. They are widely recognized as pioneers in the celebrity car culture space as well as what is known as the "DUB market." DUB Magazine and the DUB Show Tour (TM) (Custom Auto Show and Concert) spawned a new era of urban car culture and youth lifestyle. DUB entertainment vehicles and consumer brands such as DUB Edition(TM), are about individualism, unique styling and seeing trends before they happen.

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 14,500 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.

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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.

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