May 19, 2010

Ball Resealable End Wins 2009/2010 AmeriStar Award

BROOMFIELD, Colo., May 19 /PRNewswire-FirstCall/ -- The Ball Resealable End (BRE) from Ball Corporation (NYSE: BLL) has received the 2009/2010 AmeriStar Award for beverage packaging. Each year, the Institute of Packaging Professionals (IoPP) honors companies that have succeeded in creating innovative packaging that delivers improved efficiency and sustainability. The BRE does this by adding resealability to the long list of beverage can benefits, which include superior shelf life, tamper-resistance, the ability to chill quickly, excellent billboard space and recyclability.

This revolutionary aluminum can end with an integrated flat, plastic opening mechanism was launched in France in 2008. It is also now on store shelves inthe Netherlands, the U.K., Germany and the United States. 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, aiding stackability, efficient space utilization and other logistical benefits for transport, storage and retail. The end is very easy to open, reseal, and is 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.

"We are very pleased to receive this prestigious award in recognition of our packaging innovation efforts," says Mike Herdman, chief commercial officer, Ball Corporation. "The consumer-friendly solution offered by the resealable end represents more progress in the beverage packaging segment. Consumers appreciate the advantages of a resealable can, and the end clearly increases the can's appeal as a functional, sustainable package that contributes significantly to brand differentiation."

In addition to being the lightest beverage package, the can is also the most recycled package in the world with a rate of 69 percent. Aluminum cans are 100 percent recyclable infinitely, and using recycled aluminum requires 95 percent less energy and generates 95 percent fewer emissions than producing can sheet material from bauxite ore. Average recycled content in an aluminum can is 68 percent - the highest of any beverage container.

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 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 2009 sales of more than $7.3 billion. For the latest Ball news and for other company information, please visit http://www.ball.com.

Photos available in Ball's image library http://www.ballcorporate.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 http://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; 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 current global recession 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 climate change, 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; reduced cash flow; interest rates affecting our debt; and changes to unaudited results due to statutory audits or other effects.

SOURCE Ball Corporation