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Coors Light Launches Silver Bullet Aluminum Pint in Alumi-Tek® Bottles From Ball

BROOMFIELD, Colo., Aug. 30 /PRNewswire/ -- Ball Corporation (NYSE: BLL) and Coors Light are bringing yet another eye-catching, highly functional packaging innovation to market that is bolder, colder and more portable than ever before. Coors Light is launching the 16-oz. resealable Silver Bullet Aluminum Pint in Alumi-Tek bottles nationally on September 1, just in time for football season.

"The Coors Light Silver Bullet bottle represents a great opportunity for us," saidRick Gomez, vice president, Coors Family of Brands. "We've seen our past innovations drive share and volume growth. And we're going to really leverage the Silver Bullet bottle to gain incremental distribution."

With its striking design emphasizing the Cold Activated mountains, the new Silver Bullet Aluminum Pint reinforces Coors Light's positioning as the World's Most Refreshing Beer, according to Gomez. The bottle delivers portability with a resealable twist off cap and wide mouth opening for a smooth pour. Cold Activated technology provided by thermochromic graphics printed on the bottle plus a Cold Activation Window in the secondary packaging lets consumers see that the beer is cold before they buy it. The unbreakable, 100 percent recyclable bottle helps keep beer cold and is perfect for any occasion, including patios, beaches, sporting events and other occasions in which glass may not be appropriate.

In addition to beer, Ball's light weight Alumi-Tek bottle can be used for a wide variety of beverages, such as carbonated soft drinks, juices, energy drinks, enhanced water and beverages requiring retort processing. Ball leverages its two-piece aluminum beverage can manufacturing expertise to produce the Alumi-Tek bottle because the manufacturing technology for both packages is very similar. The bottles have the same high quality graphics found on cans and are decorated with the same printing process. Ball manufactures both 12-oz. and 16-oz. bottles at its plant in Monticello, Ind.

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 more than 13,000 people worldwide and reported 2009 sales of more than $7.3 billion including discontinued operations. For the latest Ball news and for other company information, please visit www.ball.com.

Photo available in Ball's image library: http://www.ballcorporate.com/page.jsp?page=44&id=58

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; 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