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Ball's Brazilian Joint Venture to Build Beverage Can Plant in Alagoinhas to Meet Growing Demand

Highlights

-- Ball's majority-owned joint venture in Brazil plans to build a new beverage can plant in Alagoinhas

-- The plant will initially operate one manufacturing line with the capability to make multiple aluminum can sizes

-- The new plant is expected to start up in early 2012

BROOMFIELD, Colo., Feb. 14, 2011 /PRNewswire/ -- Ball Corporation (NYSE: BLL) announced today that Latapack-Ball Embalagens Ltda., the company's majority-owned beverage can joint venture in Brazil, plans to build a new beverage can manufacturing plant in Alagoinhas, in the Brazilian state of Bahia. The plant will initially operate one manufacturing line with the capability to make multiple aluminum can sizes, and is expected to start up in early 2012.

"The beverage can continues its strong growth in Brazil, and Alagoinhas is located in northeast Brazil, one of the fastest growing regions in the country," said Raymond J. Seabrook, executive vice president and chief operating officer, global packaging operations. "Increasing demand for specialty sizes in Brazil is providing additional opportunities for the can, and the output from our first line is contracted under a long-term agreement. The durable, light weight and 100-percent recyclable beverage can is a perfect match for the developing Brazilian market and is the package-of-choice for consumers there and elsewhere in the world."

Latapack-Ball currently operates two beverage can plants in Brazil, in Jacarei and Tres Rios, and a can end plant in Salvador. The Tres Rios plant started up in November 2009 and added a second production line during the first quarter of 2011.

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 14,500 people

worldwide and reported 2010 sales of more than $7.6 billion. For the latest Ball news and for other company information, please visit http://www.ball.com.

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 on our website 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; integration of recently acquired businesses; regulatory action or laws including tax, environmental, health and workplace safety, including U.S. FDA and other actions affecting products filled in our containers, 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.

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