February 16, 2012

# Ball Provides Avery Brewing Company With 360-degree Graphic Can Solution

BROOMFIELD, Colo., Feb. 16, 2012 /PRNewswire/ -- For Avery Brewing Company, the award-winning Boulder, Colo. brewer known for full-flavored brewing artistry in their ales and lagers, finding a can manufacturer that could capture Avery's distinctive graphic vision was a challenge – until Avery partnered with Ball Corporation's (NYSE: BLL) Graphics Center of Excellence.

(Photo: https://photos.prnewswire.com/prnh/20120216/LA54885)

"Our passion for our brands and the high-quality of our craft beer demands the same intensity in our packaging and Ball shared that dedication," said Adam Avery, President & Brewmaster, Avery Brewing Company. "Having Ball's extensive technology and expertise under one roof was also key in choosing Ball to take our graphic ideas to the next level on Ball's sustainable cans."

Avery tapped into the creative minds at Ball to create can graphics using Ball's Eyeris™ Enhanced Graphics printing. The Eyeris printing technique improved the definition and fine detail of Avery's beverage can graphics – creating a 360-degree miniature billboard with every can for distinctive, on-the-shelf differentiation of Avery's brands, including India Pale Ale, White Rascal, Ellie's Brown Ale and Joe's Premium American Pilsner.

"Advanced graphics capabilities are a game-changer for premium drinks – such as Avery's craft beers – as craft brewers build unique brands and compete for mindshare from consumers," said Robert M. Miles, senior vice president, sales for Ball's metal beverage packaging division, Americas. "Aluminum cans offer a 360-degree billboard for brands to establish and build upon their brand message, and are the number one recycled beverage container in the U.S. – a fact that is increasingly important to sustainability-minded consumers. Our expanded Graphic Center OF Excellence, along with similar facilities in Europe and Asia, leverage the advantages of the can and provide industry-leading innovation that helps build brands."

Ball is the largest beverage can manufacturer in the world, producing about one out of five recyclable beverage cans made each year. Ball's Colorado GCOE combines the company's extensive metal packaging experience, brand-building creativity and state-of-the-art technology to deliver inclusive one-stop design-to-printed-can service to customers.

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 2011 sales of more than $8.6 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; political instability and sanctions; 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 recent global recession and its effects on liquidity, credit risk, asset values and the economy; successful or unsuccessful acquisitions; 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; uncertainties surrounding the U.S. government budget and debt limit; reduced cash flow; interest rates affecting our debt; and changes to unaudited results due to statutory audits or other effects.

SOURCE Ball Corporation