July 2, 2013

Vuka™ Energy Drink Chooses Ball's Alumi-Tek® Bottle

BROOMFIELD, Colo., July 2, 2013 /PRNewswire/ -- Vuka™ Intelligent Energy drinks are now available in Ball Corporation's (NYSE:BLL) 16-oz. Alumi-Tek® bottles.

(Photo: https://photos.prnewswire.com/prnh/20130702/LA41880)

"Vuka is made with natural ingredients for adults that have varying energy needs, but are also mindful about what they put in their bodies," explained Alexia Bregman, CEO, Vuka LLC. "Vuka is meant for a more sophisticated audience than the traditional energy drink market caters to, and packaging Vuka in the Alumi-Tek bottle with our vibrant graphics creates a uniquely Vuka drinking experience."

"Alumi-Tek bottles are reclosable and lightweight, making them perfect for people on the go which is certainly the case with energy drink consumers," said Robert M. Miles, senior vice president, sales for Ball's metal beverage packaging division, Americas. "And similar to our aluminum cans, the Alumi-Tek bottle is infinitely recyclable, which we know is very important to our sustainability minded customers such as Vuka."

Vuka Intelligent Energy drinks in Alumi-Tek bottles are available in grocery stores and gyms in several markets across the nation.

Vuka means "Wake up" in Zulu, an appropriate name for a company started by native South Africans. This husband-and-wife team decided to pool their experience in marketing and business to focus on building a brand, starting with a line of sophisticated energy drinks. The natural drinks – Work out, Think and Renew, also available in stevia sweetened zero-calorie Zo-Cal– are enhanced with vitamins and nutrients for specific energy needs. Vuka is headquartered in Solana Beach, Calif. For more information about Vuka, please visit www.vuka.com.

Ball Corporation supplies innovative, sustainable packaging solutions for beverage, food and household products customers, as well as aerospace and other technologies and services primarily for the U.S. government. Ball Corporation and its subsidiaries employ 15,000 people worldwide and reported 2012 sales of more than $8.7 billion. For more information, visit www.ball.com, or connect with us on Facebook or Twitter.

Forward-Looking Statements

This release contains "forward-looking" statements concerning future events and financial performance. Words such as "expects," "anticipates," "estimates" and similar expressions

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 in our Form 10-K, which are available on our website and at www.sec.gov. Factors that might affect: a) our packaging segments include fluctuation in product demand; availability and cost of raw materials; competitive packaging, pricing and substitution; changes in climate and weather; crop yields; competitive activity; failure to achieve productivity improvements or 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 or tax rates; b) our aerospace segment include funding, authorization, availability and returns of government and commercial contracts; and delays, extensions and technical uncertainties affecting segment contracts; c) the company as a whole include those listed plus: changes in senior management; successful or unsuccessful acquisitions and divestitures; 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; technological developments and innovations; litigation; strikes; labor cost changes; rates of return on assets of the company's defined benefit retirement plans; pension changes; uncertainties surrounding the U.S. government budget, sequestration and debt limit; reduced cash flow; ability to achieve cost-out initiatives; interest rates affecting our debt.

SOURCE Ball Corporation