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SweetWater Brewing Company Releases Two Popular Beers in Cans from Ball

BROOMFIELD, Colo., March 12, 2014 /PRNewswire/ -- SweetWater Brewing Company will debut two of its most popular, award-winning beers in 12- and 16-ounce aluminum cans from Ball Corporation (NYSE:BLL).

"For SweetWater, taste and quality are paramount," said SweetWater founder and Big Kahuna Freddy Bensch. "Out of loyalty to our beer and to our consumers, we developed our can conditioning process so our customers will continue to experience the same delicious and fresh brews that they have come to expect from SweetWater over the past 17 years. The addition of cans eliminates lifestyle restrictions allowing folks to take their favorite beers to new places where bottles aren't typically allowed."

Beginning in the next couple of weeks, two of SweetWater's most popular beers will be available in 100-percent recyclable, 12- and 16-ounce cans in nine southeastern states, including Alabama, Georgia, Florida, Tennessee, North Carolina, South Carolina, Louisiana, Kentucky and Virginia. The labels will include SweetWater's two most popular brews, 420 Extra Pale Ale and SweetWater's famous IPA.

"The fact that more craft brewers continue to add aluminum cans to their packaging mix is a testament to the inherent flavor-protecting qualities of the package," said Bruce Doelling, vice president, sales, for Ball's North American metal beverage packaging business. "In addition to the aluminum can's many sustainability benefits, including the fact that more than 60 percent of the can contains recycled aluminum, cans from Ball will help SweetWater deliver the highest quality beer possible by protecting it from the effects of light and oxygen. It is truly a premium quality package for premium quality beers."

About SweetWater Brewing Company
Living by the motto "Don't float the mainstream," SweetWater Brewery has been blazing its own path in craft beer throughout the Southeast since its inception in 1997. With a brewer calling the shots, quality of beer—and life—are always most important in crafting a lineup of lip-smackin' brews. Visit www.sweetwaterbrew.com for more info about SweetWater, or hang out with your social thang out by following SweetWater on Twitter/Instagram @sweetwaterbrew, or on Facebook at facebook.com/sweetwaterbrew. And always remember; drink 'em if you got 'em!

About Ball Corporation
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 14,500 people worldwide and reported 2013 sales of $8.5 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 product demand fluctuations; availability/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 issues including tax, environmental, health and workplace safety, including U.S. FDA and other actions or public concerns 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.

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