June 17, 2014

Bell's Is Having A Ball… In Cans

BROOMFIELD, Colo., June 17, 2014 /PRNewswire/ -- Since 1985, craft beer maker Bell's Brewery, now brewing in both Kalamazoo and Comstock, Mich., has been dedicated to creating flavorful, unfiltered, quality craft beers. Due to the introduction of two of their most popular brews in 16-ounce cans from Ball Corporation (NYSE: BLL), Bell's fans are taking Oberon Ale and Two Hearted Ale with them in cans to places they couldn't before.

"Bell's customers spend a lot of time outdoors," said Laura Bell, vice president of Bell's Brewery, Inc. "The addition of cans allows our fans to take our beer places where glass is not allowed, which is a win for everyone."

Oberon Ale and Two Hearted Ale are available in 16-ounce can four-packs in all 20 states where Bell's is distributed. Bell's also plans to roll out the rest of their seasonal lineup in 16-ounce can four-packs with Best Brown and Winter White later this year and Smitten in January.

"Craft brewers like Bell's not only want to provide a portable package for their consumers, they also have an intense focus on quality," said Bruce Doelling, vice president, sales, for Ball's North American metal beverage packaging business. "And in addition to being infinitely recyclable, cans protect the beer that Bell's brewers painstakingly create by blocking out 100 percent of light and oxygen making it the perfect package for craft beer."

About Bell's Brewery, Inc.
Bell's Brewery, Inc. began in 1985 with a quest for better beer and a 15-gallon soup kettle. Since then, they've grown into a regional craft brewery that employs more than 200 people over a 20-state area, in addition to Puerto Rico and Washington D.C., with the ongoing goal to brew thoughtfully, creatively and artistically. Bell's strives to bring an authentic and pleasant experience to all of its customers through Bell's unique ales and beers. For more information, please visit bellsbeer.com.

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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