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Henkel Recognizes Ball, ReAl™ Can for Sustainability

BROOMFIELD, Colo., April 6, 2016 /PRNewswire/ --Ball Corporation (NYSE: BLL) and its ReAl™ extruded aluminum can were recognized by Henkel for best-in-class sustainability performance in 2015 at the 2016 American Cleaning Institute annual meeting. Awards were presented in five categories for excellence in supply performance, sustainability and innovation in the beauty care, laundry and home care markets. Ball is a key supplier for Henkel's personal care products.

Henkel's decision to present this award to Ball stemmed from close collaboration on the relaunch of the popular beauty product, Fa, in new sustainable packaging. One of Henkel's key goals is to achieve 'more with less.' The Ball team accomplished this mission with its ReAl™ contoured can, which is made with 25 percent recycled aluminum, is up to 15 percent lighter than traditional aluminum aerosol cans and boasts a 12 percent lower carbon footprint. These statistics make Fa's 150- and 200- milliliter aerosol cans the lightest on the market.

"At Ball, we know that sustainability is a key driver of long-term success," says Jim Peterson, chief operating officer, global metal food & household products packaging. "We appreciate Henkel's recognition of our combined effort and look forward to continuing our productive relationship together, as we believe that ReAl™ is a game changer for the aerosol industry."

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 15,200 people worldwide and reported 2015 sales of $8.0 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; customer and supplier consolidation, power and supply chain influence; 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; 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; and successful or unsuccessful acquisitions and divestitures, including, with respect to the proposed Rexam PLC acquisition, the effect of the announcement of the acquisition on our business relationships, operating results and business generally; the occurrence of any event or other circumstances that could give rise to the termination of our definitive agreement with Rexam PLC in respect of the acquisition; the outcome of any legal proceedings that may be instituted against us related to the definitive agreement with Rexam PLC; and the failure to satisfy conditions to completion of the acquisition of Rexam PLC, including the receipt of all required regulatory approvals.

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