

## **Pure Pro® 50 Protein Shakes Launched in Ball's Alumi-Tek® Bottles**

PRNewswire-FirstCall  
BROOMFIELD, Colo.

ABB, Aurora, Ill., has introduced Pure Pro 50 ready to drink shakes in recloseable, lightweight, 16-oz. Alumi-Tek aluminum bottles from Ball Corporation .

"The resealable Alumi-Tek aluminum bottle is a sports nutrition industry first," said Alan Yengoyan, General Manager, Growth Initiatives, ABB. "It distinguishes Pure Pro 50 from the pack and represents an incredible convenience to hard-training athletes and 'weekend warriors' who will appreciate the way the aluminum container keeps this performance beverage cool while giving them the option to re-cap it and save some high-quality protein for later."

According to ABB, Pure Pro 50 provides 50 grams of protein from milk and whey and is formulated for bodybuilders looking to move up to a heavier weight class, athletes who typically burn a lot of calories when training or competing and individuals who need a little help hitting their daily protein target.

This is the first sports nutrition beverage to be packaged in the Alumi-Tek bottle, which is currently used for a wide variety of other beverages including beer, energy drinks, coffee drinks, enhanced water and nutraceutical beverages. The 14.5-oz. shakes are available in five flavors.

Ball leverages its two-piece aluminum beverage can manufacturing expertise to produce the Alumi-Tek bottle because the manufacturing technology for both packages is very similar. Alumi-Tek bottles have the same high quality graphics found on cans and are decorated with the same printing process. Ball's aluminum beverage can plant in Monticello, Ind., makes all three bottle sizes - 8-oz., 12-oz. and 16-oz. bottles.

Ball Corporation is a supplier of high-quality metal and plastic 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 2008 sales of approximately \$7.6 billion. For the latest Ball news and for other company information, please visit [www.ball.com](http://www.ball.com).

All trademarks in this release are the property of their respective owners.

Image Available: <http://www.ballcorporate.com/page.jsp?page=44&id=50>

### 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 at our Web site and at <http://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; 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 current global recession and its effects on liquidity, credit risk, asset values and the economy; successful or unsuccessful acquisitions, joint ventures or divestitures; integration of recently acquired businesses; regulatory action or laws including tax, environmental, health and workplace safety, including in respect of climate change, 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; reduced cash flow; interest rates affecting our debt; and changes to unaudited results due to statutory audits or other effects.

First Call Analyst:

FCMN Contact:

SOURCE: Ball Corporation

CONTACT: Investors, Ann. T. Scott, +1-303-460-3537, [ascott@ball.com](mailto:ascott@ball.com), or  
Media, Jennifer Hoover, +1-303-460-5541, [jhoover@ball.com](mailto:jhoover@ball.com), both of Ball  
Corporation

Web Site: <http://www.ball.com/>

---

<https://ball.mediaroom.com/2010-01-11-Pure-Pro-50-Protein-Shakes-Launched-in-Balls-Alumi-Tek-Bottles>