

## **Ball Aerospace Appoints Sarah Hoyt as Director of Corporate Communications**

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Ball Aerospace & Technologies Corp. recently named Sarah C. Hoyt director of corporate communications. In this role, Hoyt will spearhead Ball Aerospace's external positioning to include media relations and marketing communications.

Prior to joining Ball Aerospace, Hoyt was director of marketing communications for Raytheon Company's Intelligence and Information Systems business. She also served as executive director of the Space Awareness Alliance, a national public awareness campaign promoting the benefits of space endeavors administered by the Space Foundation.

Hoyt began her public affairs career on Capitol Hill in Washington, DC, working with various trade associations and government organizations, including the U.S. Senate Committee on Armed Services.

Hoyt holds a bachelor's degree in political science from Colorado College and a master's in public administration from the University of Colorado, Colorado Springs.

Ball Aerospace conducts domestic and international business in the defense, civil and commercial space arenas, providing best value and innovative solutions. The company supports national policy-makers, the military services, NASA and other U.S. Government agencies, as well as numerous aerospace industry companies.

Ball Corporation (BLL) is one of the world's leading suppliers of metal and plastic packaging to the beverage and food industries. The company also owns Ball Aerospace & Technologies Corp. With the addition of Ball Packaging Europe, acquired in December 2002, Ball expects to report 2003 sales of approximately \$5 billion, of which approximately \$4.5 billion will come from its two packaging segments and \$500 million from its aerospace and technologies segment.

Image available for download at: <http://www.ball.com/aerospace/media/images/hoyt.html>

### Forward-Looking Statements

The information in this news release contains "forward-looking" statements. Actual results or outcomes may differ materially from those expressed or implied. As time passes, the relevance and accuracy of forward-looking statements contained in this release may change. The company currently does not intend to update any particular forward-looking statement except as it deems necessary at quarterly or annual release of earnings. Please refer to the Form 10-Q filed by Ball Corporation on August 12, 2003, for a summary of key risk factors that could affect actual results or outcomes. Factors that might affect the packaging segments of the company are: fluctuation in consumer and customer demand; competitive packaging material availability, pricing and substitution; the weather; fruit, vegetable and fishing yields; company and industry productive capacity and competitive activity; lack of productivity improvement or production cost reductions; regulatory action or laws, including the German mandatory deposit or other restrictive packaging laws and environmental and workplace safety regulations; availability and cost of raw materials, energy and transportation; the ability or inability to pass on to customers changes in these costs, particularly resin, steel and aluminum; pricing and ability or inability to sell scrap; international business risks (including foreign exchange rates and tax rates) particularly in the United States, Europe and in developing countries such as China and Brazil; and the effect of LIFO accounting on earnings. Factors that may affect the aerospace segment are: funding, authorization and availability of government contracts and the nature and continuation of those contracts; and technical uncertainty associated with aerospace segment contracts. Factors that could affect the company as a whole include those listed plus: successful and unsuccessful acquisitions, joint ventures or divestitures and the integration activities associated therewith including the integration and operation of the business of Schmalbach-Lubeca AG, now known as Ball Packaging Europe; the inability to purchase the company's common stock; insufficient or reduced cash flow; regulatory action or laws including those related to corporate governance and financial reporting, regulations and standards; actual and estimated business consolidation and investment costs and the net realizable value of assets associated with these activities; goodwill impairment; changes in generally accepted accounting principles or their interpretation; litigation; antitrust, intellectual property, consumer and other issues; strikes; boycotts; increases in various employee benefits and labor costs, specifically pension, medical and health care costs incurred in the countries in which Ball has operations; rates of return projected and earned on assets of the company's defined benefit retirement plans; interest rates and level of company debt, including floating rate debt; terrorist activities, war or catastrophic events that disrupt or

impact production, supply or pricing of the company's goods and services, including raw materials and energy costs, or disrupt or impact the credit and financing of the company's businesses; and U.S. and foreign economic conditions.

SOURCE: Ball Aerospace & Technologies Corp.

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