

Go Fast! Energy Drink to Bring Ball's Promotional Laser-Incised Beverage Tabs to Market

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Go Fast Sports and Beverage Co., Denver, Colo., will be the first to bring new laser-incised tabs from Ball Corporation to the market. The laser-incised tab is a solid, colored tab that provides space for a small "billboard" for brand identity, advertising or promotional messaging bringing added value to the beverage can. Tabs featuring Go Fast's logo branding will be included on all Go Fast! Energy Drink packaging beginning in September 2006.

(Photo: <http://www.newscom.com/cgi-bin/prnh/20060824/LATHV002>)

"We are excited to work with Ball Corporation as the commercial launch customer for this new technology," said Troy Widgery, Founder, Go Fast Sports & Beverage Co. "Ball has always understood Go Fast's position as an independent, innovative company, and we are always working to maintain the highest quality product and strongest integrity possible with our product and packaging," Widgery continued.

Ball uses state-of-the-art computer and laser technology to provide messaging flexibility, making it possible to engrave letters, numbers, drawings or symbols on the tabs. The laser-incised tab's technical performance is equal to that of existing tabs.

"Beverage cans have defined the energy drink category and are increasingly used in growing, upscale categories, such as wellness beverages, where product differentiation and image are key concerns," says Michael D. Herdman, president, Ball Metal Beverage Packaging Division, Americas. "Laser-incised tabs are a perfect fit for categories like these and we are pleased that Go Fast is taking advantage of this new opportunity to convey its unique messaging in an innovative, distinctive and polished way."

Ball is the largest manufacturer of specialty beverage cans in North America, and the exclusive manufacturer of laser-incised tabs for this market under license from CanDO International Ltd., the holder of the U.S. patent and various foreign patents for laser-incised tabs. Laser-incised tabs are a new addition to Ball's current specialty can and promotional tab offerings, which already include a large variety of can sizes and colored tab options.

Headquartered in Denver, Colorado, Go Fast Sports & Beverage Co. is the producer of Go Fast Energy Drinks and Go Fast Sports Apparel. Go Fast Energy Drink is a preservative-free, flavorful energy drink packaged in both 8.4 and 11.9 oz cans and available in both regular and light formulas.

Ball Corporation is a supplier of high-quality metal and plastic packaging products and owns Ball Aerospace & Technologies Corp. Ball reported 2005 sales of \$5.8 billion and employs 15,600 people worldwide.

Forward-Looking Statements

This news 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 in Exhibit 99.2 in our Form 10-K. These filings are available at our Web site and at www.sec.gov. Factors that might affect our packaging segments include fluctuation in consumer and customer demand and preferences; availability and cost of raw materials, including recent significant increases in resin, steel, aluminum and energy costs, and the ability to pass such increases on to customers; competitive packaging availability, pricing and substitution; changes in climate and weather; fruit, vegetable and fishing yields; industry productive capacity and competitive activity; failure to achieve anticipated productivity improvements or production cost reductions, including those associated with our beverage can end project; the German mandatory deposit or other restrictive packaging laws; changes in major customer or supplier contracts or loss of a major customer or supplier; changes in foreign exchange rates, tax rates and activities of foreign subsidiaries; and the effect of LIFO accounting. Factors that might affect our aerospace segment include: funding, authorization, availability and returns of government contracts; and delays, extensions and technical uncertainties affecting segment contracts. Factors that might affect the company as a whole include those listed plus: acquisitions, joint ventures or divestitures; integration of recently acquired businesses; regulatory action or laws including tax, environmental and workplace safety; 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; changes to the company's pension plans; reduced cash flow; interest rates affecting our debt; and changes to unaudited results due to statutory audits or other effects.

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