

Ball Produces New 8-oz. Heat-Tek® Bottle for Elations Joint Supplement Beverage

Image available: <http://www.ballcorporate.com/page.jsp?page=44&id=35>

PRNewswire-FirstCall
BROOMFIELD, Colo.

Elations, a fruit juice-based dietary supplement drink from the Elations Company, Cincinnati, Ohio, launched nationally this month in 8-oz. Heat-Tek® PET bottles from Ball Corporation.

In order to provide this functional beverage to consumers, Elations needed a heat set bottle that could successfully run on a high speed filling line at Krier foods, Random Lake, Wis. Ball's Heat-Tek® bottles, which are ideal for juices, teas, sports drinks, enhanced water or any hot-filled beverage filled at temperatures up to 185 degrees F, provided an unbreakable, re-closeable and 100% recyclable solution.

"We modified our stock 8-oz. Heat-Tek® bottle to meet the demands of the Krier line, which runs about four times faster than a standard filling line," says Mike Vaughn, vice president, packaging innovation, Ball Packaging Products, Americas. "We were able to do this successfully for Elations on an accelerated development schedule in order to meet their product launch requirements."

According to Elations, the beverage is a supplement drink containing Glucosamine, Chondroitin, and calcium for healthier joints and bones. "Our research shows that many people want healthier joints to continue their active lives, even as they get older," says Mike Burton, Marketing Director, Elations Company. "Now people can get those benefits from these attractive, portable little bottles of a refreshing, great-tasting drink that can be part of their daily routine rather than from unpleasant pills that they dread taking."

Elations beverages are available in two flavors -- raspberry white grape and cranberry apple. The bottles are sold in six-packs and individually.

The Elations Company is dedicated to improving the lives of the 78 million baby boomers who are unwilling to grow old physically, mentally and emotionally. Based in Cincinnati, the company is staffed by a devoted group with a mission to keep baby boomers booming. The ELATIONS® product was originally developed and tested by Procter & Gamble (P&G). Some of the people responsible for its development started their own company and have licensed the technology from P&G. Following a successful test market in Kentucky last year, the company is now expanding and rolling out Elations nationally.

Ball Corporation is a supplier of high-quality metal and plastic packaging products for beverage, food and household customers, and of aerospace and other technologies and services, primarily for the U.S. government. Ball Corporation and its subsidiaries employ more than 15,500 people worldwide and reported 2007 sales of \$7.4 billion.

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 www.sec.gov. Factors that might affect our packaging segments include fluctuation in product 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; crop yields; competitive activity; failure to achieve anticipated productivity improvements or production cost reductions, including our beverage can end project; 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, tax rates and activities of foreign subsidiaries. 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 credit squeeze; 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 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, or
Media, Jennifer Hoover, +1-303-460-5541, jhoover@ball.com, both of Ball
Corporation

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

<https://ball.mediaroom.com/2008-07-28-Ball-Produces-New-8-oz-Heat-Tek-Bottle-for-Elations-Joint-Supplement-Beverage>