

Dundee Honey Brown Uses Ball's Eyeris® Enhanced Printing Technology for New Cans

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High Falls Brewing Company, Rochester, New York, has introduced new graphics for its Dundee Honey Brown cans using Eyeris enhanced beverage can printing technology from Ball Corporation. The can graphics feature a 150-line screen, which is likely the highest graphic resolution ever achieved in full scale beverage can production.

Earlier this summer, High Falls Brewing Company's signature craft beer line J.W. Dundee's became simply Dundee. The brewer redesigned its packaging to better represent the meticulous crafting that goes into every beer and chose Ball's Eyeris technology to produce the can graphics.

"Our new packaging initiative was to correctly position the Dundee portfolio within the craft beer category," said Patrick Magallanes, vice president, marketing, High Falls Brewing Company. "When we were looking at options for production on our cans, it was quite clear that Ball's Eyeris technology would give our Dundee Honey Brown package the most authenticity as a craft beer in a craft can."

Eyeris brings improved definition and fine detail to beverage can graphics to create premium, on-shelf differentiation. It is particularly effective for reproducing high resolution/photographic quality images such as fruit, vegetables, water, ice and people. The process uses up to six colors, is available for any of the 18 beverage can sizes Ball manufactures in North America and is compatible with all filling processes including retort.

High Falls Brewing Company is a diverse and competitive brewery that brews, markets, and sells a wide variety of beers and malt-based beverages like lemonades, coolers, and energy drinks. High Falls boasts a 3.3 million barrel capacity facility; it produces a full line of ales and lagers and contracts with a number of national beer and non-beer partners. The company traces its roots back to 1878, when the Genesee Brewery was founded on the east bank of the Genesee River. In 2000, the brewery became the High Falls Brewing Company, reflecting its scenic Upper Falls location. For more information on the company, visit <http://www.highfalls.com/>.

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 approximately \$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 <http://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.

Image available: <http://www.ballcorporate.com/page.jsp?page=44&id=36>

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