

## **New Belgium Brewing Distributes Sunshine Wheat Beer in Aluminum Cans from Ball Corporation**

**Image available:** <http://www.ballcorporate.com/page.jsp?page=44&id=39>

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BROOMFIELD, Colo.

New Belgium Brewing is packaging and distributing Sunshine Wheat in aluminum cans from Ball Corporation in Colorado this spring. The 100 percent recyclable cans feature Sunshine Wheat's original watercolor artwork with color twist to reflect a summery green and yellow, and are printed using Ball's Eyeris® enhanced printing technology to best reproduce the intricate details of the graphic design.

A recent web poll conducted by New Belgium indicated that Sunshine Wheat, a filtered wheat beer, was in the top three favorites for the next canned New Belgium beer.

"People have been asking for a more portable Sunshine Wheat for awhile, so we're excited to make this our second canned offering," said Bryan Simpson, spokesperson for New Belgium. "Cans have many intrinsic benefits that New Belgium values; they are easily recyclable, transport lighter than glass and can be easily packed in and out when camping or enjoying the great outdoors."

New Belgium, known for its commitment to quality and sustainability, installed its first canning line in 2008 and began rolling out Fat Tire in cans last summer. Ball manufactures cans for New Belgium at its Golden, Colo., beverage can plant and received in April the Best First-Time Reporter award for sustainability reporting from Ceres and the Association of Chartered Certified Accountants.

Ball's Eyeris enhanced printing technology 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 beverage can size Ball manufactures in North America and is compatible with all filling processes including retort.

New Belgium Brewing Company, makers of Fat Amber Ale and other Belgian-inspired beers, began operations in a tiny Fort Collins basement in 1991. Today, the third largest craft brewer in the U.S., New Belgium produces seven year-round beers; Fat Tire Amber Ale, Sunshine Wheat, Blue Paddle Pilsner, 1554 Black Ale, Abbey, Mothership Wit and Trippel, as well as a host of seasonal releases. In addition to producing world-class beers, New Belgium takes pride in being a responsible corporate role model with progressive programs such as employee ownership, open book management and a commitment to environmental stewardship. For more information, visit [www.newbelgium.com](http://www.newbelgium.com).

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 14,000 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).

### 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](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, 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 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 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.

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