

## Ball Aerospace Drives New Momentum with Brand Refresh at Annual Space Symposium

BOULDER, Colo., April 11, 2016 /PRNewswire/ -- Ball Aerospace introduced a refreshed visual identity this week as it celebrates sixty years in the aerospace industry at the 32<sup>nd</sup> annual [Space Symposium](#) April 11-14, 2016, in Colorado Springs, Colo.

The dynamic new look unveils a tagline that embodies the full scope of what Ball does for its customers: Go Beyond.™ Every day Ball employees pioneer discoveries that enable customers to perform beyond expectation and protect what matters most. From Earth to space, across oceans, through cyberspace, and alongside warfighters, Ball is ready to help its customers Go Beyond.

"Ball Aerospace is well known in the aerospace industry for its first-class instruments, robust spacecraft, innovative data exploitation solutions and advanced technologies for civil, defense and commercial applications," said Debra Facktor Lepore, vice president and general manager for Strategic Operations. "Go Beyond anchors our new messaging platform to help tell our complete story and demonstrates the passion and commitment that enables our customers to perform beyond expectation."



The new branding coincides with the launch of Ball's new website, [Ball.com](#), which combines parent company Ball Corporation's distinctive brand storytelling with that of Ball Aerospace to better reflect the continually evolving offerings and innovation in both the metal packaging and the aerospace business.

At this year's Symposium, Ball Aerospace leaders will participate in panel discussions that include:

- Monday, April 11: Cyber 1.6 Classified: Linkages Between Space and Cyberspace – Steve Smith, VP and General Manager, Systems Engineering Solutions
- Monday, April 11: Space Generation Fusion Forum – Interactive Session, Career's Panel – Debra Facktor Lepore, VP and General Manager, Strategic Operations
- Tuesday, April 12: Space Warfighters Luncheon – hosted by Ball Aerospace

Check-out our media kit to learn what Ball Aerospace is showcasing at this year's Space Symposium. Share our excitement by visiting Ball's Space Symposium booth #523.

Ball Aerospace supports critical missions for national agencies such as the Department of Defense, NASA, NOAA and other U.S. government and commercial entities. The company develops and manufactures spacecraft, advanced instruments and sensors, components, data exploitation systems and RF solutions for strategic, tactical and scientific applications. Ball continues to invest and innovate in affordable, high resolution imaging systems, contributing to the needs of civil, military and commercial customers.

Ball Corporation (NYSE: BLL) supplies innovative, sustainable packaging solutions for beverage, food and household products customers, as well as aerospace and other technologies and services primarily for the U.S. government. Ball Corporation and its subsidiaries employ 15,200 people worldwide and reported 2015 sales of \$8.0 billion. For more information, visit [www.ball.com](#), or connect with us on [Facebook](#) or [Twitter](#).

## **Forward-Looking Statements**

This release contains "forward-looking" statements concerning future events and financial performance. Words such as "expects," "anticipates," "estimates" and similar expressions 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 in our Form 10-K, which are available on our website and at [www.sec.gov](http://www.sec.gov). Factors that might affect: a) our packaging segments include product demand fluctuations; availability/cost of raw materials; competitive packaging, pricing and substitution; changes in climate and weather; crop yields; competitive activity; failure to achieve productivity improvements or cost reductions; mandatory deposit or other restrictive packaging laws; customer and supplier consolidation, power and supply chain influence; changes in major customer or supplier contracts or loss of a major customer or supplier; political instability and sanctions; and changes in foreign exchange or tax rates; b) our aerospace segment include funding, authorization, availability and returns of government and commercial contracts; and delays, extensions and technical uncertainties affecting segment contracts; c) the company as a whole include those listed plus: changes in senior management; regulatory action or issues including tax, environmental, health and workplace safety, including U.S. FDA and other actions or public concerns affecting products filled in our containers, or chemicals or substances used in raw materials or in the manufacturing process; technological developments and innovations; litigation; strikes; labor cost changes; rates of return on assets of the company's defined benefit retirement plans; pension changes; uncertainties surrounding the U.S. government budget, sequestration and debt limit; reduced cash flow; ability to achieve cost-out initiatives; interest rates affecting our debt; and successful or unsuccessful acquisitions and divestitures, including, with respect to the proposed Rexam PLC acquisition, the effect of the announcement of the acquisition on our business relationships, operating results and business generally; the occurrence of any event or other circumstances that could give rise to the termination of our definitive agreement with Rexam PLC in respect of the acquisition; the outcome of any legal proceedings that may be instituted against us related to the definitive agreement with Rexam PLC; and the failure to satisfy conditions to completion of the acquisition of Rexam PLC, including the receipt of all regulatory approvals.

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