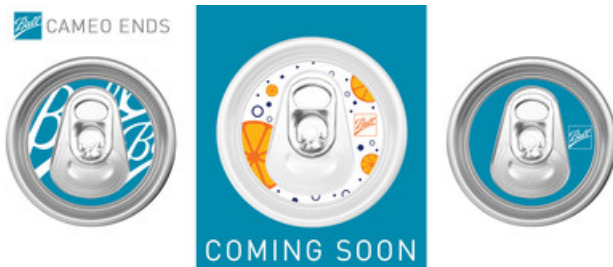


## Ball to Pop Top on Cameo Beverage Can End Printing

BROOMFIELD, Colo., April 26, 2018 /PRNewswire/ -- Ball Corporation's (NYSE:BLL) newest beverage can innovation is helping customers put a colorful lid on their infinitely recyclable aluminum cans from Ball. Available for the first time, Ball's proprietary Cameo End Printing extends customer branding to the top of the can, making the top pop and adding appeal for consumers looking for their favorite beverages.



Ball will debut Cameo End Printing next week at the Brewers Association Craft Brewers Conference and BrewExpo America®. The CBC is April 30-May 3 in Nashville, with Ball hosting customers in booth #1512, the Sustainability Track in Davidson Ballroom B, and at the Music City CANarchy outdoor festival in Walk of Fame Park.

"Ball's Cameo End Printing delivers both branding advantages for our customers, and functional benefits for consumers," says Jay Billings, vice president, commercial, for Ball's beverage packaging North & Central America business. "For our customers, Cameo extends the can's 360-degree billboard to the top of the package, further increasing brand visibility and offering exciting new possibilities for contests, special promotions and limited release packaging. For consumers, Cameo makes searching for your favorite brand easier in coolers and convenience stores, where the top of the can may be the most visible part of the package."

Cameo will be commercially available in early 2019.

### About Ball Corporation

Ball Corporation 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 18,300 people worldwide and reported 2017 net sales of \$11 billion. For more information, visit [www.ball.com](http://www.ball.com), or connect with us on [Facebook](https://www.facebook.com/ballcorp) or [Twitter](https://twitter.com/ballcorp).

### Forward-Looking Statements

This release contains "forward-looking" statements concerning future events and financial performance. Words such as "expects," "anticipates," "estimates," "believes," "targets," "likely" and similar expressions typically identify forward-looking statements, which are generally any statements other than statements of historical fact. Such statements are based on current expectations or views of the future and are subject to risks and uncertainties, which could cause actual results or events to differ materially from those expressed or implied. You should therefore not place undue reliance upon any forward-looking statements and any of such statements should be read in conjunction with, and, qualified in their entirety by, the cautionary statements referenced below. 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 factors, risks and uncertainties that could cause actual outcomes and results to be different 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). Additional 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; competitive activity; failure to achieve synergies, 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 a loss of a major customer or supplier; political instability and sanctions; currency controls; changes in foreign exchange or tax rates, including due to the effects of the 2017 U.S. Tax Cuts and Jobs Act; and tariffs or other governmental actions in any country affecting goods produced by us or in our supply chain, including imported raw materials, such as pursuant to section 232 of the U.S. Trade Expansion Act of 1962; 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 geopolitical events and governmental policies both in the U.S. and in other countries, including the U.S. government elections, budget, sequestration and debt limit; reduced cash flow; ability to achieve cost-out initiatives and synergies; interest rates affecting our debt; and successful or unsuccessful joint ventures, acquisitions and

divestitures, including with respect to the Rexam PLC acquisition and its integration, or the associated divestiture; the effect of the acquisition or the divestiture on our business relationships, operating results and business generally.



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