

PRESS RELEASE

FOR IMMEDIATE RELEASE

Just in time for Summer! Cold Aluminum Long Neck Bottles!

CCL Container's Full Body Shaped ALUMINEX LINE

Brings Design Equity to Aluminum Bottles!

Hermitage, PA – First generation aluminum beverage bottles were novel simply by virtue of being made of aluminum. Generation “Next” of aluminum bottles promises to bring fabulous form and even greater function to the category.

To that end recently, CCL Container introduced the first two designs in its new ALUMINEX™ line of “full-body shaped” aluminum bottles. The ALUMINEX technology platform promises to unlock the design possibilities for aluminum bottles like never before.

The first two designs address both form and function. One design, the “Roadhouse,” is an American icon—the longneck bottle. The bottle style of choice for many occasions, its popularity made it the logical choice for the CCL New Product and Market Development team. CCL’s “Roadhouse” aluminum longneck is available in 12 oz and 16 oz sizes with crown and 28mm threaded finishes. CCL’s second design, known as the “Tailgater,” features a full-contoured body and can be produced with a number of bottle finishes, including crown, 38 ROPP, 38mm threaded and 38mm lug finishes. The first “Tailgater” customer is on board and product will be in the marketplace by mid July.

While the ALUMINEX line will start out with bottle designs that will be commercially available to all marketers, the technology does offer the possibilities to create custom bottle designs as well.

According to CCL’s Vice President of Sales and Marketing, Ed Martin, “The consumer desire for aluminum bottles is growing in North America and around the world. Our investment in ALUMINEX™ technology will allow marketers to utilize our aluminum bottles to enhance design and brand equity in their product lines” said Martin. We want to give marketers the opportunity to use our packaging to improve the value equation of their product for the end use consumer.

Ever since the introduction of aluminum bottles in Japan in 2000, beverage industry observers have agreed that demand in North America for aluminum bottles was only limited by the industry’s willingness to invest in the necessary technology to create and sustain the market. CCL Container launched North America’s first commercial aluminum bottle products in 2002 with Cadbury Beverages and Vincor Canada, now a part of Constellation Brands, Inc.

CCL’s investment in ALUMINEX™ is part of a \$125 million capitalization program. The investment is being made to increase its impact-extruded aluminum container manufacturing capacity and capabilities.

Beverages in aluminum bottles cool faster, and some studies have even proven them to stay colder longer than in glass. The ALUMINEX™ line offers the added advantage of proprietary, food-grade, internal and external linings to protect product taste and purity. ALUMINEX™ bottles are 100% recyclable and are available in a choice of industry standard resealable closure systems:

CCL Container is North America's leading producer of impact-extruded aluminum packaging. The company currently has ISO 9002 Registered manufacturing facilities located in Hermitage, PA, Penetang, ONT and Mexico City, Mexico.

For more information about the ALUMINEX line from CCL Container visit www.bottlecan.com, or www.aluminexline.com.

For more information on CCL's products and services, please contact:

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