

PRESS RELEASE

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FROST & SULLIVAN HONORS CCL CONTAINER FOR BEVERAGE INDUSTRY INNOVATION

Hermitage, PA – CCL Container, one of the world’s leading manufacturers of specialty aluminum packaging, has received the 2005 Frost & Sullivan Award for Product Differentiation Innovation for its aluminum bottle development capabilities. The award is presented yearly to the company that best demonstrates the ability to develop innovative products that will advance the industry through product performance and technical evolution.

“The aluminum bottle was developed to meet such criteria by virtue of its many ground-breaking features, including benefits of quick chilling aluminum, recyclability, rugged durability and a more effective barrier against light, which can negatively affect taste and quality” said Mark Goda, Director Research & Development, CCL Container. It also enables a wider range of decorating and shaping options, making it easier for marketers to stand out among the competition.

“The new extruded-aluminum bottle from CCL provides all that consumers look for in a package and more,” said Frost & Sullivan industry analyst Ravi Sankar S. “Its reclosability enables consumers the convenience of savoring their drink on the move, and its appealing design is sleek and attractive. Beyond the consumer benefits is the bottle’s projected impact on the packaging industry. It will likely help grow the almost flat U.S. metal beverage containers market and at the same time open up new opportunities for metal container manufacturers. For these reasons we have decided to recognize CCL with this award,” he continued.

“We are honored to be recognized by Frost & Sullivan for our commitment to innovation,” said Ed Martin, vice president of sales and marketing, CCL Container. “Our product development team is continually producing new designs and design adaptations for customers like Pittsburgh Brewing Company who wants to achieve or retain market leadership through strategic brand evolution,” he added.

Iron City is an iconic brand with a colorful history and long-standing reputation for packaging innovation; it was the first to feature the snap-top can and the twist-off cap, and now is the first to introduce the

aluminum bottle on a national scale. Recent trends show Iron City in the hands of drinkers new to the brand, a rewarding testament to Pittsburgh Brewing Company's packaging pioneer spirit.

Consumers aren't the only ones who are impressed by Iron City's new look. For example, last fall CCL received a Bronze award in the Food and Beverage category from the New Jersey Packaging Executives Club for the bottle, and in December Business Week magazine named it one of the 10 best products of 2004.

"When we can provide a marketer with packaging that positively impacts their visibility and market share, while at the same time introduces their product to a whole new generation of consumers, then we have achieved our business goals," remarked Martin. "It's also gratifying to receive the Frost & Sullivan award because it is a validation of our success by an unbiased third party."

In addition to Pittsburgh Brewing Company, a variety of other beverage marketers have capitalized on the benefits of CCL's aluminum bottle:

- Snapple Beverage Group teamed up with CCL for the national launch of Mystic RE™ in an innovative aluminum bottle with a resealable lug cap.
- Cadbury-Schweppes Americas Beverages' Elements® drink line, originally launched in glass bottles, was repackaged in CCL's resealable aluminum bottles, as well.
- Vincor International's Tabu™ line of vodka-based beverages, Forbidden Fruit and Exotic Citrus, made their debut in CCL's brushed aluminum, long-neck bottles topped with traditional crown caps.
- VPX Pharmaceutical used CCL's distinctive bottle to launch its Redline® RTD Fat Incinerator. After seeing how well the packaging was received, VPX decided it could be applied to its other products as well: Dietex™ RTD, Muscle Nitrous Pump, and its Zero Carb® and ZeroTein®.
- The aluminum bottle has even found its way in the nutritional supplements market with the recent release of TRIMSPA® featuring a tamper-evident seal plus a debossed design that prevents counterfeiting.

- Molson Kick, recently introduced throughout Canada, was packaged in CCL Container's 12-ounce brushed-aluminum bottle.

CCL Container is North America's leading manufacturer of recyclable aluminum aerosol cans and bottles and is a major supplier of barrier systems. The company offers both the piston barrier system and ABS™ "bag-in-can" technology. The company's manufacturing facilities are located in Hermitage, PA, Penetang, ONT and Mexico City, Mexico. All facilities are ISO 9002 Registered.

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

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