

PRESS RELEASE

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PITTSBURGH BREWING COMPANY INTRODUCES I.C. LIGHT IN CCL CONTAINER'S ALUMINUM BOTTLE

Hermitage, PA – Last August, Pittsburgh Brewing Company (PBC) launched its iconic Iron City Premier Lager in a sleek, aluminum bottle. Consumers loved it, and the initial distribution of 20,000 cases across 30 states sold out within 24 hours. Coming hot on the heels of that explosive nationwide debut, PBC recently announced that it will use aluminum bottle packaging for a special limited edition of the I.C. Light brand. CCL Container, North America's leading producer of impact extruded aluminum packaging, developed and produced the Iron City bottles.

"Pittsburgh Brewing is very happy with the response we have had to the Iron City aluminum bottle," said Joseph Piccirilli, vice chairman of Pittsburgh Brewing Co. "The new I.C. Light bottle is the natural progression of that success, and of our relationship with CCL Container."

While the aluminum bottle has been a packaging option in the beverage market since 2002 (having been used for energy drinks, on-premise cocktails and premium liquors), the initial Iron City launch marked the first major beer distribution for the package. Its overwhelming success hints at a rosy future; if the consumer response to Iron City is any indication, the aluminum bottle may soon become the preferred container for beer.

"PBC has always been in the forefront in terms of packaging," said CCL's vice president of sales and marketing Ed Martin. In 1962 they introduced the first snap-top can, which revolutionized the beer and soft drink industries, and in 1963 the first twist-off resealable cap. "It's not surprising that they would be the first to recognize the benefits of the aluminum bottle. We are very pleased to see them take another key step with the IC Light package. With the growing popularity of light beers in the US it is a very logical evolution.

The thermodynamic properties of aluminum and the thickness of the container wall make the aluminum bottle chill faster than any other commercial beverage package in the marketplace.

The package has captured the imagination of the business community as well as the consuming public, being named as one of Business Week's Best New Products of 2004.

"In addition to its high performance, aluminum has many more decorating and shaping options than glass," remarked Martin. "Other beverage marketers have utilized the bottle successfully to distinguish their products in a crowded, competitive market. PBC has done the same, pairing the bottle's bold silhouette with its own signature graphics for an attention-grabbing look," he added.

The I.C. Light bottle is a limited edition container celebrating legendary Pittsburgh-area native and sports icon, Arnold Palmer. PBC was the first brewery in the nation to print scenes honoring local sports teams and players. Following in that tradition is this special 12-ounce bottle featuring the gold I.C. Light logo on the front, and a photograph of Palmer in familiar mid-swing on the back.

As a long-time sponsor of the Pittsburgh Post-Gazette/Dapper Dan Charities, Iron City brands are a perennial presence at the group's popular fund-raisers, including the 69th Annual Dinner and Sports Auction on April 17 at which Palmer will receive a Lifetime Achievement Award.

The bottle will be available through distributors and retailers in Western Pennsylvania and parts of Ohio and West Virginia while supplies last.

Pittsburgh Brewing Company was founded in 1861, and the same year started brewing its flagship brand, Iron City Beer. In addition to the consistent high quality of its beer and its loyal following, the innovative company is known for many packaging and product firsts. For more information, visit www.pittsburghbrewingco.com.

CCL Container is North America's leading producer of recyclable aluminum bottle packaging, aluminum aerosol containers and other aluminum specialty products. The company has ISO 9002 Registered manufacturing facilities located in Hermitage, PA, Penetang, ONT and Mexico City, Mexico.

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