

PRESS RELEASE

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PITTSBURGH BREWING COMPANY TO HONOR HOMETOWN HERO WITH COMMEMORATIVE PACKAGING BY CCL CONTAINER

Hermitage, PA – With football great Dan Marino’s pending induction into the Pro Football Hall of Fame this August, Pittsburgh Brewing Company (PBC) is preparing to launch its Iron City Premier Lager in a sleek, aluminum bottle to commemorate the event. Beginning July 25 and running until the end of September, Marino’s image will be featured on a limited edition of Iron City aluminum bottles, produced by CCL Container, North America’s leading producer of impact extruded aluminum packaging.

Pittsburgh born and bred, the former University of Pittsburgh Panther and Miami Dolphin was nominated to the Hall of Fame during his first year of eligibility. During his 17-year professional football career as the Dolphins’ quarterback, Marino left a legacy of achievement, ranking among the NFL’s all-time top ranked passers.

Joe Piccirilli, Vice Chairman at Pittsburgh Brewing Company, comments on why Marino was selected, "Beyond his accomplishments on the football field, Dan has never forgotten his roots. He's a Pittsburgh guy in and out. In addition to the Football Hall of Fame recognition, he's done so much for charities and we wanted to honor his efforts. He shows the heart and spirit found in Pittsburgh." Marino and PBC have one important thing in common--both are Pittsburgh icons. "We are honored to be involved with the Dan Marino aluminum bottle. With our manufacturing location so close to Pittsburgh it is quite special for us," remarked Ed Martin, Vice President of Sales and Marketing of CCL Container.

Pittsburgh Brewing and CCL Container have a longstanding relationship as CCL developed and produced the distinctive Iron City aluminum bottles, making the brewer the first major beer distributor to use aluminum bottles. CCL’s aluminum bottles present distinct advantages; they are lightweight, shatterproof, and re-sealable. They offer the quick chilling properties of aluminum, unparalleled UV light protection, and flavor preservation. In addition, they are available in an unlimited variety of sleek shapes, sizes, finishes, and designs.

CCL's decorating capabilities allowed PBC to be the first brewery in the nation to print images honoring local sports teams and players. This spring, PBC honored Pittsburgh-area native and golf icon Arnold Palmer with a limited edition package. For sports fanatics, the container has become a keepsake, even being auctioned online for those wishing to expand their sports memorabilia collections. It is anticipated that the Marino special edition will follow suit.

CCL's in-line decorating capabilities make it possible for marketers to produce photo-quality work like that on the Marino and Palmer commemorative bottles. "In addition to high performance, aluminum has many more decorating and shaping options than glass," says Martin. The commemorative bottles allow marketers to take graphics a step further. Says Martin, "The aluminum bottle is a great way to draw attention to a product line and drive consumption, and, combined with state-of-the-art metal decorating, create memorable packages that drive the brand experience even more."

With its new high-speed production lines CCL Container is uniquely qualified to develop limited edition packaging. The high-speed, quick change-over production lines are the heart of a \$100 million capital expansion program. In addition, proprietary prepress processes and new plate-making technologies allow CCL to create graphics of higher resolution on its aluminum containers than is otherwise available on standard beverage cans.

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.

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

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