

PRESS RELEASE

FOR IMMEDIATE RELEASE

MOLSON TURNS TO CCL CONTAINER FOR HIGH-END PACKAGING FOR NEW BREW

HERMITAGE, PA — On March 21 Canadians got their first taste of a new kind of lager. Molson has announced the introduction of *Molson Kick*, a new beer with guarana. Guarana is a natural source of caffeine found in South America. *Molson Kick* represents the first classic-tasting lager to incorporate the plant essence, which delivers a crisp, refreshing taste and spirited character.

The new brew will be introduced throughout Canada in the first aluminum bottle manufactured by Toronto-based CCL Container, a Division of CCL Industries, the largest North American manufacturer of rigid aluminum packaging.

The new 12-ounce bottle features vibrant red and white graphics set against a brushed aluminum finish. A matching red crown cap adorns the top. The container shape is similar to that of a traditional glass beer bottle, however the distinctive properties of aluminum takes the package to new dimensions, both in appearance and tactile feel.

The sleek, fast chilling aluminum bottle is more than meets the eye. The unique characteristics of the container serve to protect the quality of the beverage. Edward B. Martin, vice president of sales and marketing for CCL Container, states, "The quick-chill effect of aluminum, combined with re-sealability, recyclability, and durability, are some of the reasons why CCL's bottle appeals to both consumers and manufacturers like Molson."

Molson Kick in aluminum bottles will be available exclusively at bars and clubs across Canada and at Liquor Control Board of Ontario (LCBO) retail outlets.

"We are very proud to support *Molson Kick*'s introduction to the marketplace," says Martin. "The launch of *Molson Kick* in an aluminum bottle represents the perfect marriage of an innovative product with an innovative package."

Chill-retention, re-sealability, recyclability and durability—plus a wide range of decorating and shaping options—are just a few of the reasons why a growing number of beverage products are now marketed in

CCL's aluminum bottle. From beer, to energy drinks, to on-premise cocktails, premium liquors, and more, the aluminum bottle provides a new and distinctive packaging option.

CCL Container is North America's leading manufacturer of recyclable aluminum packaging for the beverage, food, personal care, pharmaceutical and household markets. The company's manufacturing facilities are located in Hermitage, PA, Penetang, ONT and Mexico City, Mexico. All facilities are ISO 9002 Registered.

CCL Industries is traded on the Toronto Stock Exchange: CCL.NV.B.

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

Ed Martin
Vice President, Sales and Marketing
CCL Container
Tel: (203) 354-4523
Fax: (203) 354-4524
E-mail: emartin@cclcontainer.com

CCL Container U.S. Operations:

One Llodio Drive
Hermitage, PA 16148

For further press information, please contact:

Ed Delia
Delia Associates
Tel: (908) 534-9044
Fax: (908) 534-6856
E-mail: edelia@delianet.com

[For a downloadable version of this release and photo,
please visit www.cclcontainermedia.com/pr-____.html](#)

Unknown
Field Code Changed

[For more information on CCL Container, go to www.cclcontainermedia.com](http://www.cclcontainermedia.com)