

PRESS RELEASE

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CCL CONTAINER WINS BIG AT STEVIE™ AWARDS

Hermitage, PA – CCL Container, North America’s leading producer of impact extruded aluminum packaging, was recently honored by the global business community with awards from the 2005 International Business Award and 2005 American Business Award competitions.

In the international category, CCL has won for Best Package Design in a Suite for producing the containers for the Goen Group’s TRIMSPA family of products, and has also been named a Finalist in the Most Innovative Company category. In the American competition, CCL won for Best Package Design for the Iron City Premium Lager aluminum bottle, and was a Finalist in the categories of Best Product Development Organization, Best Product Development Team and Best New Product or Service (All Other Industries).

The American and International Business Awards are the only all-encompassing business awards program honoring great performances in the workplace. Nicknamed the Stevies for the Greek word “crowned,” the International awards were presented to winners at a gala dinner on Thursday, May 19 in the Sheraton New York Hotel & Towers in New York City, while the American awards ceremony took place on Monday evening, June 6. The ceremonies were videocast live worldwide by Speedera Networks, and broadcast live on radio in the U.S.A by the Business TalkRadio Network.

More than 1,200 nominations were submitted for consideration in more than 40 American award categories, including Best Overall Company, Best Executive, Best Corporate Social Responsibility Program, and Best Human Resources Organization. On the International side, 76 Stevie Award trophies were presented, chosen from more than 600 nominations recognizing companies in over 30 countries.

Members of the Awards' Board of Distinguished Judges & Advisors and their staffs selected International Stevie winners from among the Finalists, which were determined by volunteer judges around the world during two months of preliminary judging. American Award Finalists were selected by business professionals nationwide during three months of preliminary judging.

“It is an honor to be acknowledged internationally for our commitment to innovation and outstanding design,” said CCL Vice President of Sales and Marketing Ed Martin. “We are in the business of helping marketers differentiate themselves in a crowded market place, as we have done for TRIMSPA and Pittsburgh Brewing Company’s Iron City Lager, and therefore have always emphasized daring and originality when it comes to product development.”

TRIMSPA is a popular line of weight loss aids. Earlier this year, the company became the first U.S. marketer of its kind to distribute its products in aluminum bottles. CCL collaborated with TRIMSPA on the development of the packaging, which offers superior insulating properties to maintain peak product quality, and a wider variety of decorative and shaping options to help catch the eye of today’s busy consumer.

Shortly thereafter, the Goen Group, makers of TRIMSPA, introduced their new WINFUEL line of vitamin products in CCL-produced aluminum bottles, a one-two punch that has had a major impact on the dietary supplement industry. This follows closely CCL’s success in the personal care and beverage industries, where more and more marketers are realizing the benefits of aluminum packaging to their respective brands.

One of those marketers is Pittsburgh Brewing Company, an iconic brewer known for its packaging firsts. Last August, the company launched its Iron City Premier Lager in the award-winning CCL aluminum bottle, marking the first major beer distribution for the package. Response was overwhelming, and they followed with a limited edition aluminum bottle for their I.C. Light brand.

“We are just beginning to tap the global market for aluminum bottles, so it is particularly gratifying to receive such a high level of recognition, both nationally and internationally,” said Martin.

Hailed as “the business world’s own Oscars” by the New York Post (September 22, 2002), Stevie Awards are conferred in three programs: The American Business Awards, The International Business Awards, and The Stevie Awards for Women Entrepreneurs. Honoring companies of all types and sizes and the people behind them, the Stevies recognize outstanding performances in the workplace worldwide. Learn more about The Stevie Awards at www.stevieawards.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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