Ball Corporation
Non-GAAP Financial Measures

Earnings Before Interest, Taxes, Depreciation and Amortization (EBITDA) and Earnings Before Interest and Taxes (EBIT) - EBITDA is earnings before interest, taxes, depreciation and amortization, and EBIT is earnings before taxes excluding interest. We use EBITDA and EBIT internally to evaluate pre-tax cash flows prior to financing and capital spending cash outflows.

($ in millions, except ratios)		**Twelve Months Ended Dec. 31, 2008**
Earnings before interest and taxes	$	590.5
Add business consolidation and other costs **(A)**		52.1
Less gain on sale of subsidiary **(A)**		(7.1)
Earnings before interest, taxes and above items **(EBIT)**		635.5
Add depreciation and amortization		297.4
Earnings before interest, taxes, depreciation and amortization **(EBITDA)**	$	932.9
Interest expense **(Interest)**	$	(137.7)
Total debt at December 31, 2008 **(Debt)**	$	2,410.1
Less cash		(127.4)
Net Debt	$	2,282.7
EBIT/Interest for the 12 months ended December 31, 2008		4.6x
EBITDA/Interest for the 12 months ended December 31, 2008		6.8x
Total **Net Debt/EBITDA**		2.4x

(A) *The business consolidation activity consists of a net charge of $31.5 million in the fourth quarter, $9.1 million in the third quarter and a net charge of $11.5 million in the second quarter. The gain on sale relates to an Australian subsidiary the company sold in February 2008. For detailed information on the above items, please see the respective quarterly filings and/or earnings releases, which can be found on our website at www.ball.com.*

Ball management uses interest coverage and net debt to EBITDA ratios as metrics to monitor the credit quality of Ball Corporation. The above items related to the business consolidation activities and gain on subsidiary sale are segregated to evaluate the performance of the company's operations. The above is presented on a non-U.S. GAAP basis and should be considered in connection with the unaudited statement of consolidated earnings. Non-U.S. GAAP measures should not be considered in isolation. A presentation of earnings presented in accordance with GAAP is available in the company's earnings releases and quarterly filings.

Net Debt - Net debt is total debt less cash and cash equivalents, which are both derived directly from the company’s financial statements.

Free Cash Flow - Management internally uses a free cash flow measure (1) to evaluate the company's operating results, (2) to plan stock buy-back levels, (3) to evaluate strategic investments and (4) to evaluate the company's ability to incur and service debt. Free cash flow is not a defined term under U.S. generally accepted accounting principles (a non-U.S. GAAP measure). Non-U.S. GAAP measures should not be considered in isolation or as a substitute for net earnings or cash flow data prepared in accordance with U.S. GAAP and may not be comparable to similarly titled measures of other companies.

Free cash flow is typically derived directly from the company’s cash flow statements and defined as cash flows from operating activities less additions to property, plant and equipment; however, it may be adjusted for items that affect comparability between periods. No such adjustments were made for the 12 months ended December 31, 2008. The company’s free cash flow in 2008 was approximately $321 million. Based on information currently available, we estimate cash flow from operating activities for 2009 to be approximately $625 million, capital spending to be approximately $250 million and free cash flow to be in the $375 million range.

Cash flow from operating activities is the most comparable GAAP term to free cash flow, and it should not be inferred that the entire free cash flow amount is available for discretionary expenditures.

Plastic packaging, Americas – Free Cash Flow - Using the same definition as described above, free cash flow for the plastic packaging, Americas, segment was approximately $60 million for the year ended December 31, 2008. No adjustments were made to this calculation, as there were no items affecting comparability between periods.