

CoorsTek and MillerCoors Celebrate 50th Anniversary of the Seamless Aluminum Can

Original CoorsTek location recognized as ASM Historic Landmark Site.

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Golden, CO and Milwaukee, WI (Jan. 22, 2009) Today, during a ceremony celebrating the 50th Anniversary of the seamless recyclable aluminum can hosted by CoorsTek and MillerCoors, ASM International – The Materials Information Society (ASM) – conferred its Historical Landmark status on the site where the aluminum can was invented and produced.

A plaque commemorating 600 9th Street, the original manufacturing facility of CoorsTek, as an ASM Historical Landmark was presented by ASM representative Professor George Krauss to John K. Coors, Chairman, President, and CEO of CoorsTek. William (Bill) K. Coors, Joseph Coors Jr., and Pete Coors also participated in the ceremony.

“CoorsTek advanced materials and components aid the development of technical innovations for almost every industry in the global economy. The invention of the seamless aluminum can, in particular, made a significant impact on the world and we are very proud to have played a key role in its development,” said John K. Coors.

“What could be more humble than an aluminum beer can? But the fact is, this development created an important new market for aluminum sheet and led directly to the development of metal forming processes that have improved the way we work with aluminum. In addition, the consumer benefits every time they enjoy a cold beverage, in terms of a lighter container that’s easy to open, quick to

cool and easy to recycle. We're proud to recognize CoorsTek as an ASM Historical Landmark, and we appreciate that the real benefit of the technology developed here is as close as the nearest refrigerator," said Roger Fabian, President of ASM International.

"We are proud to be part of history and the recycling revolution that resulted from this innovative aluminum can invention. Today, as MillerCoors, innovation continues to drive our people and our business. And, true to our legacy, we will do it the right way by being a good corporate citizen and steward of our environment," Pete Coors, chairman of MillerCoors, said.

In 1957, Bill Coors, with his staff engineers, began researching the feasibility of a recyclable aluminum container for beer. In addition to finding a better way to store beer, Coors engineers also had another goal – they wanted to be able to brew beer without pasteurizing it. After many prototypes, they finally succeeded in developing a seamless aluminum can.

About CoorsTek

CoorsTek is the largest technical ceramics manufacturer in North America and has facilities in Europe and Asia. From over 20 state-of-the-art manufacturing facilities, CoorsTek supplies critical components and assemblies for medical, automotive, semiconductor, aerospace, electronic, power generation, telecommunication, and other high-technology applications. Utilizing advanced material technologies, the company's engineered solutions enable its customers' products to overcome technological barriers and improve performance. For more information about CoorsTek, please visit the Company's website at www.coorstek.com.

About AMS

Headquartered under its famed geodesic dome at Materials Park, Ohio, ASM International is “Everything Material,” serving the worldwide materials science and engineering profession. ASM's membership is comprised of 38,000 research scientists, materials engineers, faculty members, industrial and manufacturing engineers, technicians and students whose work involves advanced materials, processes that improve performance and applications that improve our quality of life. For information about ASM, please contact Rego Giovanetti at 440-338-5151 x 5622 or visit www.asminternational.com.

About MillerCoors

Built on a foundation of great beer brands and more than 288 years of brewing heritage, MillerCoors continues the commitment of its founders to brew the highest quality beers. MillerCoors is the second largest beer company in America, capturing nearly 30 percent of U.S. beer sales. Led by two of the best-selling beers in the industry, MillerCoors has a broad portfolio of highly complementary brands across every major industry segment. Miller Lite is the great tasting beer that established the American light beer category in 1975, and Coors Light is the brand that introduced consumers to refreshment as cold as the Rockies. MillerCoors brews full-calorie beers Coors Banquet and Miller Genuine Draft; and economy brands Miller High Life and Keystone Light. The company also imports Peroni, Grolsch, Pilsner Urquell and Molson Canadian and offers innovative products such as Miller Chill and Sparks. MillerCoors features craft brews from the Jacob Leinenkugel Company, Blue Moon Brewing Company and the Blitz-Weinhard Brewing Company. MillerCoors operates eight major breweries in the U.S., as well as the Leinenkugel's craft brewery in Chippewa Falls, WI and two microbreweries, the Leinenkugel's 10th Street Brewery in Milwaukee and the Blue Moon Brewing Company at Coors Field in Denver. MillerCoors vision is to become the best beer company in America by driving

profitable industry growth. MillerCoors insists on building its brands the right way through brewing quality, responsible marketing and environmental and community impact. MillerCoors is a joint venture of SABMiller plc and Molson Coors Brewing Company. For more information about MillerCoors as a community partner, visit www.millercoors.com.

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