

BALL CORP
Form 8-K
April 29, 2004

UNITED STATES
SECURITIES AND EXCHANGE COMMISSION
WASHINGTON, DC 20549

FORM 8-K
CURRENT REPORT

PURSUANT TO SECTION 13 OR 15(d)
OF THE SECURITIES EXCHANGE ACT OF 1934

April 29, 2004

(Date of earliest event reported)

Commission file number 1-7349

BALL CORPORATION

(Exact name of Registrant as specified in its charter)

| | | |
|--|--------------------------|--------------------------------------|
| <u>Indiana</u> | <u>1-7349</u> | <u>35-0160610</u> |
| (State of Incorporation) | (Commission File No.) | (IRS Employer Identification No.) |
| <u>10 Longs Peak Drive, P.O. Box 5000, Broomfield, CO 80021-2510</u> | | |
| (Address of principal executive offices, including zip code) | | |

(303) 469-3131

(Registrant's telephone number, including area code)

Not Applicable

(Former name or former address, if changed since last report)

Ball Corporation
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Item 9. Regulation FD Disclosure

The information regarding Ball Corporation's (the "Company") first quarter earnings for 2004 required to be reported under Item 12, Disclosure of Results of Operations and Financial Condition, on Form 8-K is furnished herein pursuant to Item 9, Regulation FD Disclosure.

On April 29, 2004, the Company reported record first quarter sales and earnings for 2004 which results are set forth in the attached press release dated April 29, 2004.

The earnings information regarding the first quarter for 2004 as well as the information regarding the use of non-GAAP financial measures is set forth in the attached press release.

The attached press release is deemed to be furnished and not filed with the Securities and Exchange Commission.

Exhibit 99.1 Press Release dated April 29, 2004

SIGNATURE

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

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BALL CORPORATION
(Registrant)

By: /s/ Raymond J. Seabrook
Name: Raymond J. Seabrook
Title: Senior Vice President and Chief Financial Officer

Date: April 29, 2004

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EXHIBIT INDEX

| <u>Description</u> | <u>Exhibit</u> |
|------------------------------------|-----------------------|
| Press Release dated April 29, 2004 | 99.1 |