



O-I Receives Two Honors at BtoB Magazine's "Best" Awards

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First-Ever Global Campaign Champions Glass

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Owens-Illinois, Inc. (NYSE: OI), announced today that its Glass Is Life(TM) marketing campaign received the 2011 *BtoB* magazine award for Best Integrated Campaign, and received an Honorable Mention for its Print Campaign. The top marketers from leading business-to-business organizations and best business-to-business creative of the year in 16 categories were honored at the *BtoB* magazine's annual award luncheon in New York yesterday.

(Logo: <http://photos.prnewswire.com/prnh/20050412/CLTU028LOGO>)

The Glass Is Life campaign is the first-ever global advertising initiative for O-I. The campaign is designed to showcase the unique and unmatched qualities of glass packaging to build successful food and beverage brands.

"O-I is thrilled to be recognized by *BtoB* magazine for our Glass Is Life campaign. It's an honor to receive these highly coveted awards," said Saga Shoffner, vice president of global marketing communications for O-I. "The campaign is the culmination of a lot of hard work by many people. We hope everyone who sees the campaign will have a greater understanding of the distinctive benefits of glass and that they will make the choice to use and purchase more glass bottles and jars."

The global campaign was launched in partnership with O-I's agency Doremus New York, which executed print, digital and social strategy components that were influenced by Doremus' proprietary DNA - Doremus Network Analysis technology platform. The campaign can be viewed at www.GlassIsLife.com.

BtoB is the magazine for marketing strategists. The annual "Best" competition reflects the *BtoB* editors' choices for the very best in marketing creative and marketing leadership from the past year.

About O-I

Owens-Illinois, Inc. (NYSE: OI) is the world's largest glass container manufacturer and preferred partner for many of the world's leading food and beverage brands. With revenues of \$6.6 billion in 2010, the company is headquartered in Perrysburg, Ohio, USA, and employs more than 24,000 people at 81 plants in 21 countries. O-I delivers safe, effective and sustainable glass packaging solutions to a growing global marketplace. For more information, visit www.o-i.com.

SOURCE Owens-Illinois, Inc.