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Wise Metals Group Announces Price Increase

Wise Metals Group LLC today announced an increase in its can sheet conversion prices of 5 percent effective April 1, 2005.

“Price increases are never a pleasant topic in these competitive times,” said Wise Metals Group Chairman/CEO David D’Addario, “but the realities of being a commodity-sensitive supplier must be addressable in the market place to remain a reliable and quality supplier.”

Executive Vice President/CFO Dan Mendelson said the company has been very effective in continually improving the company’s cost structure through its management systems, productivity programs, procurement practices, and quality control initiatives.

“This has resulted in an overall reduction in conversion prices the past several years,” Mendelson added, “and represents the first price increase in Wise Metal Group’s seven year history.”

Wise Metals Group also will be moving away from past practices of ceilings on metal component prices for 2006, according to company officials.

About Wise Metals Group

Based in Baltimore, Md., Wise Metals Group LLC includes Wise Alloys, the world’s third-leading producer of aluminum can stock for the beverage and food industries and an environmentally friendly company using recycled aluminum in the production of its can stock; Wise Recycling, one of the largest, direct-from-the-public collectors of aluminum beverage containers in the United States, operating shipping and processing locations throughout the United States that support a network of neighborhood collection centers; and Listerhill Total Maintenance Center, specializing in providing maintenance, repairs and fabrication to manufacturing and industrial plants worldwide ranging from small on-site repairs to complete turn-key maintenance.