



NEWS RELEASE

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FOR IMMEDIATE RELEASE

OPTIMA® Chosen as the Official Battery of BAJA: Edge of Control®

Highly anticipated video game will showcase two OPTIMA-branded vehicles.

August 12, 2008 (MILWAUKEE, Wis.) – BAJA: Edge of Control®, a highly anticipated video game due out in September 2008, will feature two OPTIMA®-branded vehicles. As the official battery of the game, OPTIMA will be integrated throughout, most notably with the inclusion of the #615 red Hummer, named Red Rage, and the #218 yellow Jeep, named Yellow Fever.

OPTIMA was chosen to be the official battery of BAJA: Edge of Control because of its rugged performance in real-life off-road applications. With up to 2X longer life and 15X more vibration resistance than traditional flat-plate batteries, the OPTIMA brand is widely recognized and respected by off-road enthusiasts. While OPTIMA Batteries sponsors numerous drivers and vehicles in the performance industry, this is the first video game to feature OPTIMA-branded vehicles.

Both Red Rage and Yellow Fever will be available at the start of the video game without needing to be unlocked. Each vehicle sports large OPTIMA stickers and heavily modified bodies. Additionally, the OPTIMA logo will appear throughout the game on background banners and in the pits.

BAJA: Edge of Control was developed by THQ Inc. and 2XL Games. It is available for PSP®, Playstation 3® and XBOX 360® and is rated E for Everyone.

For more information, please contact Derek Brown at derekb@stirstuff.com

OPTIMA Batteries are manufactured by Johnson Controls, Inc. Johnson Controls (NYSE: JCI - News) is the global leader that brings ingenuity to the places where people live, work and travel. By integrating technologies, products and services, we create smart environments that redefine the relationships between people and their surroundings. Our team of 140,000 employees creates a more comfortable, safe and sustainable world through our products and services for more than 200 million vehicles, 12 million homes and one million commercial buildings. Our commitment to sustainability drives our environmental stewardship, good corporate citizenship in our workplaces and communities, and the products and services we provide to customers. For additional information, please visit <http://www.johnsoncontrols.com>.

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