



## NEWS RELEASE

For more information:  
Derek Brown  
414-278-0040  
Derekb@stirstuff.com

## FOR IMMEDIATE RELEASE

### **OPTIMA® Batteries Joins ESPN Outdoors Saltwater Series as Official Sponsor**

**March 6, 2009 (MILWAUKEE)** – ESPN Outdoors announced today that OPTIMA® Batteries, maker of high-performance AGM marine batteries, has joined the ESPN Outdoors Saltwater Series as an official sponsor.

“OPTIMA Batteries is proud to expand its relationship with ESPN by taking part in the Saltwater Series. We’re sure ESPN Outdoors will continue to drive the sport of fishing to a new level,” said Josie Cline, marine brand manager for OPTIMA Batteries. “As the Ultimate Power Source for all anglers and an avid supporter of the sport, we encourage enthusiasts everywhere to stay out on the water longer. Together we’ll continue to power the sport into the future.”

In an effort to strengthen its presence in the saltwater market, OPTIMA recently introduced the D27M BlueTop® battery. OPTIMA is the only company to offer a complete line of AGM marine batteries in the marketplace. Dual-purpose BlueTop batteries have enough deep cycle power to run multiple high-demand electronics and still provide enough cranking power to start the motor. OPTIMA Batteries are corrosion resistant, spill proof and maintenance free, and able to withstand extreme temperatures, making them ideal for professional anglers and weekend enthusiasts alike.

“OPTIMA has been working hard to support all anglers,” said Jamie Wilkinson, senior director, event operations and business development, ESPN Outdoors. “We commend their innovation and are excited to continue working with them.”

The agreement will provide OPTIMA Batteries, a Milwaukee-based company, significant exposure across ESPN Outdoors’ multimedia properties, including *ESPN Outdoors Saltwater*, the new annual magazine scheduled to be introduced in April, [ESPNOutdoors.com](http://ESPNOutdoors.com) and coverage on ESPN2 and ESPN Deportes. Earlier this year, OPTIMA renewed its sponsorship agreement for BASS tournament trails, which is also owned by ESPN.

For more information on OPTIMA Batteries, visit [www.optimabatteries.com](http://www.optimabatteries.com)

For more information, contact ESPN Outdoors Communications at (407) 566-2208 or visit [www.ESPNOutdoors.com](http://www.ESPNOutdoors.com). Visit [www.espnmediazone.com](http://www.espnmediazone.com) and [www.espnoutdoorsmedia.com](http://www.espnoutdoorsmedia.com) for ESPN’s latest releases, schedules and other news, plus photos, video and audio clips and more.

**ESPN OUTDOORS SALTWATER SERIES SCHEDULE**

| <b>Date</b> | <b>Location</b>        | <b>Event</b>   | <b>Species</b>                           |
|-------------|------------------------|--|--|
| April 4-5   | Abaco, Bahamas         | Baker's Bay Marsh Harbour Bonefish Classic               | Bonefish                                 |
| April 24-26 | Duck Key, Fla.         | Sunrise/Sunset Tarpon Tournament                         | Tarpon                                   |
| July 7-9    | Islamorada, Fla.       | Florida Keys Outfitter's IGFA Inshore World Championship | Redfish, bonefish, tarpon, permit, snook |
| Sept. 23-25 | Long Island, N.Y.      | F.C.A. Montauk Redbone                                   | Bluefish, striped bass, albacore         |
| Oct. 8-10   | St. Simons Island, Ga. | Rich's Golden Isle Red Trout Classic                     | Redfish, trout                           |
| Nov. 6-8    | Islamorada, Fla.       | Redbone Celebrity Tournament                             | Redfish, bonefish                        |

**About OPTIMA® Batteries**

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>.

###