



NEWS RELEASE

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FINAL

OPTIMA[®] Ultimate Street Car Invitational Announces National Broadcast Partnership with SPEED[™]

A broadcast feature, produced by BCII, will showcase OPTIMA Batteries post-SEMA Invitational to air January 30 and 31, 2010 on SPEED

October 30, 2009 (MILWAUKEE) – OPTIMA[®] Batteries, the title sponsor and creator of the OPTIMA Ultimate Street Car Invitational, presented by RideTech and K&N Filters, announces an agreement with Brentwood Communications International, Inc. (BCII) and SPEED[™] to produce and air an exclusive 30-minute television special about the upcoming racing competition. These broadcast partners will help elevate the awareness and status levels of the Invitational, currently in its second year.

The program, scheduled to air nationally on SPEED in 2010 on January 30 and 31, will cover several of the vehicle builds in the days leading up to the competition. During the week of the event, the program will focus on driver appearances at the SEMA Show and all of the racing excitement throughout the competition.

“The OPTIMA Ultimate Street Car Invitational is designed to show off the best of the best builders, drivers and aftermarket products in the performance automotive world,” said Cam Douglass, director of product development and marketing at OPTIMA Batteries. “The event itself is closed to spectators and open only to media and participants, however we have fielded many requests from consumers who want access to the industry-only world of SEMA, as well as this exciting event. The exclusive SPEED television special will deliver that experience in a dynamic, visual way, providing a front-row seat to all of those would-be spectators.”

The invitation-only event will take place on Saturday, November 7, right on the heels of the SEMA Show. Held at Spring Mountain Motorsports Ranch in Pahrump, Nevada, this Invitational will challenge up to 50 of the finest street machines in the world, showcasing the quality, performance and talent of the country's top builders, manufacturers and vehicle owners.

Hundreds of car owners submitted entries in hopes of participating in this unique event. OPTIMA and its committee of automotive industry experts, including manufacturers, media, top builders and designers, are using strict criteria to select up to 50 participants. This elite group will include some of the most well-known drivers and vehicles in the industry. The final choices will be made from the show floor at SEMA and will be announced at a press conference in the OPTIMA booth #23561, located in the central hall, during the SEMA Show on Thursday, November 5 at 10:00 a.m. PT. For the current list of the OPTIMA Batteries Ultimate Street Car Invitational finalists or more information on the event, visit <http://www.optimainvitational.com/>

The OPTIMA Batteries Ultimate Street Car Invitational sponsors include: (Presenting) RideTech; K&N Filters; (Platinum) Speed by Spectre; BFGoodrich; Baer Brakes; (Gold) MagnaFlow; Bowler Transmissions; MSD Ignitions, VP Racing Fuels; (Silver) The Roadster Shop; Lateral-G.net; Pfaff Designs; (Bronze) Fesler-Moss Camaro; Mr. Norm's Garage; FM3 Performance Marketing; (Product) Detroit Speed & Engineering; Vintage Air; Eibach Springs; Classic Instruments; (Associate) Good Guys Rod & Custom; Shelby Automobiles; Silver State Classic Challenge; and Protouring.com.

About OPTIMA® Batteries

OPTIMA YellowTop®, RedTop® and BlueTop® batteries are available through leading battery distributors throughout the globe. Consumers should look for the unique colored top and six-pack design for which OPTIMA is known throughout the world. For the nearest retailer, consumers can also call 1-888-8OPTIMA (1-888-867-8462) or visit www.optimabatteries.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>.

About BCII

Brentwood Communications International Inc. (BCII) started in 1997 as an international entertainment company in Burbank, Calif. What started as a one-man company has grown into a lucrative corporation, producing over 230 television programs during its thirteen-year history. Production at BCII has included such automotive and motorsport classic series as Rides, Overhauled, Hot Rod TV and Livin' the Low Life, as well as branded entertainment for clients such as BF Goodrich and Ford Motor Company.

About SPEED

SPEED™ is the nation's first and foremost cable television network dedicated to motor sports and the passion for everything automotive. From racing to restoration, motorcycles to movies, SPEED delivers quality programming from the track to the garage. Now available in more than 79 million homes in North America, SPEED is among the fastest-growing sports cable networks in the country and, the home to NASCAR on SPEED and an industry leader in interactive TV, video on demand, mobile initiatives and broadband services. For more information, please visit SPEEDtv.com, the online motor sports authority.