



NEWS RELEASE

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OPTIMA® Ultimate Street Car Broadcast to Air on SPEED™

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

January 21, 2010 (MILWAUKEE) – OPTIMA® Batteries, the title sponsor and creator of the OPTIMA Ultimate Street Car Invitational, presented by RideTech and K&N Filters, has partnered with Brentwood Communications International, Inc. (BCII) and SPEED™ to produce a one-hour television special. The show reveal will an exclusive competition designed to exhibit and test the performance, durability and styling of up to 50 of the finest street machines in the world.

The program will air nationally on SPEED on January 30 at 11:00 a.m. ET and again on January 31 at 4:00 p.m. ET. This never before seen footage will cover several of the intense vehicle builds in the days leading up to the competition, driver and vehicle appearances at the Specialty Equipment Manufacturing Association (SEMA) trade show and focus on all of the event racing excitement, proving what these specialty vehicles and aftermarket products are capable of.

“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 for OPTIMA Batteries. “The television special airing on SPEED will give viewers a front row seat as these world-class vehicles are built, shown on the SEMA floor and, most importantly, driven in three events that truly demonstrate the best that the performance aftermarket industry has to offer.”

The invitation-only event took place right on the heels of the SEMA Show on November 7, 2009. Held at Spring Mountain Motorsports Ranch in Pahrump, Nevada, this Invitational

challenged 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.

To view the OPTIMA Ultimate Street Car Broadcast trailer, visit:

<http://optimabatteries.com/OUSCI/>

The OPTIMA Batteries Ultimate Street Car Broadcast sponsors include: Brentwood Communications, Inc.; FM3 Marketing; K&N Filters; MagnaFlow; Carbon Kustoms; Keisler Automotive Engineering; Dynamat; Ridetech; Baer Brakes; Original Parts Group, Inc.; Pink's Hot Dogs; Hint Water; Tecate Beer; Asombroso Premium Tequila; Pit Stop Furniture and John Force Race Station

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.