



## **NEWS RELEASE**

Media Contact:  
Kristin Rogers  
Dig Communications  
312-377-4139  
[KRogers@digcommunications.com](mailto:KRogers@digcommunications.com)

FOR IMMEDIATE RELEASE

### **OPTIMA® Batteries Gives Automotive and Marine Performance Enthusiasts Access to Great Deals through National Retail Promotion**

*Thousands of dollars in rebates, discounts and special offers on best-in-class performance products available with purchase of any OPTIMA battery beginning in July*

May 18, 2010 (MILWAUKEE) – OPTIMA® Batteries, leader in high-performance automotive and marine batteries, announces an unprecedented national retail promotion to promote its Spiralcell® Technology-powered AGM batteries and provide added value to enthusiasts who purchase OPTIMA Batteries. Beginning on July 1, 2010, anyone who buys an OPTIMA battery will get access to exclusive, valuable deals from some of the hottest performance automotive and marine brands. More than \$1,000 in offers from these partners will be included in a booklet attached to every RedTop®, YellowTop® and BlueTop® battery sold during the promotional period, which ends on October 31, 2010.

“This 2010 retail promotion is designed to demonstrate OPTIMA Batteries’ commitment to supporting the lifestyle of serious performance automotive and boating enthusiasts,” says Cam Douglass, director of product development and marketing for OPTIMA. “By purchasing an OPTIMA battery, customers have demonstrated an interest in upgrading to performance products for their car, truck or boat. We want to continue to encourage our enthusiasts to get the most out of their vehicles and boats by giving them value on other relevant products that best fit their lifestyle.”

Consumers who purchase one (or more) OPTIMA batteries at any authorized retailer will be able to take advantage of this opportunity. Each on-pack booklet will include offers from all of the high-performance automotive and marine brands. The automotive offers add up to approximately \$1,000 in value towards products from K&N Filters, Superwinch, Baer Brakes, Magnaflo, JBL

and Holley. The marine offers, totaling more than \$250 in value, include deals on products from Quantum, Pennzoil Marine, PowerPole, Sebile Lures and Secret Weapon Lures.

**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](http://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>.