



FOR IMMEDIATE RELEASE

KALITTA MOTORSPORTS
2010 NHRA Full Throttle Drag Racing Series

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OPTIMA® Batteries joins Kalitta Motorsports as Associate Sponsor

YPSILANTI, Mich., (July 14, 2010) – OPTIMA® Batteries, a worldwide leader in high-performance batteries, announced today it will join Kalitta Motorsports, one of the most accomplished teams in the history of NHRA (National Hot Rod Association) Professional Drag Racing, as an associate sponsor for the remainder of the 2010 NHRA Full Throttle Drag Racing Series as well as for the 2011 season.

OPTIMA Batteries will be prominently displayed on all three of Kalitta Motorsports' nitro-fueled, 8,000-horsepower, 300+mph race cars, the Technicoat Top Fuel dragster driven by Doug Kalitta, the Kalitta Air Top Fuel dragster driven by Dave Grubnic, and the DHL Funny Car driven by Jeff Arend, beginning at this weekend's NHRA national event, the FRAM-Autolite NHRA Nationals, at Infineon Raceway in Sonoma, Calif., July 16-18.

"We are proud to be with a part of the legendary Kalitta family. Their winning history is a perfect match for Optima Batteries," said Cam Douglass, Director of Product Development and Marketing, OPTIMA Batteries. "This relationship will help demonstrate that Optima batteries are proven to perform in the most demanding applications."



“It’s an honor for us to be partnered with such a great brand as OPTIMA Batteries,” Connie Kalitta, team owner and drag racing legend, said. “OPTIMA Batteries have proven to be some of the best high-performance batteries on the market, and we’re very excited about them teaming up with us on our high-performance race cars.”

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 Kalitta Motorsports

Based in Ypsilanti, Mich., Kalitta Motorsports is a Top Fuel and Funny Car drag racing team in the NHRA (National Hot Rod Association) Full Throttle Drag Racing Series. The team was founded and is owned by drag racing icon Connie “the Bounty Hunter” Kalitta. For more than 50 years, Connie has been involved in the sport as a driver, tuner, and an owner. Kalitta Motorsports is one of the most successful teams in the history of auto racing with five world championships and over 50 national event titles in five different professional drag racing sanctioning bodies since it was established by Connie in 1959.

Jeff Arend drives the DHL Funny Car for the team. Connie’s nephew, Doug Kalitta, drives the Kalitta Air Top Fuel dragster entry while Dave Grubnic drives the team’s second Top Fueler under the banner of Kalitta Air as well. Connie serves as head tuner for all Team Kalitta entries. He is assisted by crew chief Jim Oberhofer and assistant crew chief Troy Fasching on Doug’s Top Fueler and by co-crew chiefs Jon Oberhofer and Nick Boninfante on the DHL Funny Car. Connie serves as crew chief on the Grubnic-driven racer with help from assistant crew chief James Riola.

Associate sponsors on Kalitta Motorsports’ race cars include Red Line Oil, Technicoat Companies, Rocky Boots, Summit Racing Equipment, and Mac Tools.

For more info about Kalitta Motorsports including exclusive content such as videos, photos and more, please visit www.teamkalitta.com



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