



NEWS RELEASE

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FOR IMMEDIATE RELEASE

OPTIMA® Batteries Announces Sponsorship of the National Hot Rod Association (NHRA) Full Throttle Drag Racing Series

*OPTIMA Batteries revs up its commitment to drag racing and NHRA racers
throughout the 2010-2011 NHRA seasons*

July 29, 2010 (MILWAUKEE) – OPTIMA® Batteries, a worldwide leader in high-performance batteries, is pleased to announce its sponsorship of the National Hot Rod Association (NHRA) Full Throttle Drag Racing series as a Major Contingency Sponsor for the remainder of the 2010 and the entire 2011 season. OPTIMA has long been the battery of choice of many automotive enthusiasts looking for better power, longer life and greater resistance to the use and abuse of extreme applications. Now, OPTIMA is bringing the “Ultimate Power Source®” to the ultimate name in Drag Racing – the NHRA.

On the heels of the announcement of OPTIMA’s partnership with Kalitta Motorsports, one of the most accomplished teams in the history of NHRA Professional Drag Racing, the relationship with NHRA will give racers and fans alike the opportunity to learn more about what makes OPTIMA the right battery to power their passions. OPTIMA is building an extensive and integrated program to support its NHRA relationship, which includes plans for an extensive presence at each national race event featuring education and entertainment for race fans, a program to educate and award retail sales associates, and contingency programs to reward racers for running OPTIMA batteries.

“We’re making a significant investment in this series because it is an exclusive and extremely successful platform to share our passions and connect with millions of NHRA fans and members,” says Cam Douglass, director of product development and marketing for OPTIMA Batteries. “We applaud the dedication of each NHRA racer and felt it important to become a Major Contingency Sponsor to support the hard-working race teams while demonstrating that OPTIMA batteries are proven to perform in some of the most demanding high-performance race vehicles.”

As a Major Contingency Sponsor of NHRA, OPTIMA Batteries will provide value to any race team that meets several simple requirements, as administered by the NHRA. A unique element of OPTIMA's contingency encourages each racer to become a registered member of OPTIMA's Power Pack Nation, a recently launched brand enthusiast community that can be found at:

<http://www.optimabatteries.com/PowerPackNation/>.

Consumers should look for the 80-foot OPTIMA Batteries rig at all remaining NHRA Full Throttle events this season and throughout the entire 2011 season. Anyone who visits the OPTIMA display can sign up for the Power Pack Nation, which will give them exclusive access to offers, deals and information from the Ultimate Power Source.

In addition, OPTIMA Batteries will be prominently displayed on all three of Kalitta Motorsports' nitro-fueled, 8,000-horsepower, 300+mph race cars, the Kalitta Air 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. The Kalitta team experienced recent success during the Mopar Mile-High NHRA Nationals just outside of downtown Denver this past Sunday. OPTIMA congratulates Doug Kalitta on receiving his first Top Fuel title trophy for the 2010 season and Dave Grubnic's team for receiving a Hard Working Crew Award from Full Throttle for their successful first-round run.

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>.