

***** MEDIA ALERT *****

**Richard Petty Teams Up with
OPTIMA® Batteries at the 2011
SEMA Show**

*Legendary NASCAR Hall of Fame Inductee to
Appear in OPTIMA Batteries Booth*

WHAT: Richard Petty, or as some know better as “The King,” will be making his one-and-only official SEMA appearance at the OPTIMA® Batteries booth. OPTIMA, the global leader in high-performance automotive and marine AGM batteries, has partnered with Petty for the launch of their all-new product, which debuts during a press conference at the show. SEMA Show attendees will be among the first in the performance automotive aftermarket industry to get a glimpse at the product and learn about the product benefits.

WHEN: The Richard Petty autograph signing is on **Thursday, November 3 from 9:30 to 11:30 a.m. PT**

WHERE: The 2011 SEMA Show held at the Las Vegas Convention Center - OPTIMA Booth #22755, located in the Central Hall

WHY: Richard Petty is the most decorated driver in the history of NASCAR racing, winning a record number 200 career wins and seven NASCAR Cup championships during his career.

INTERVIEW & PHOTO OPPORTUNITIES:

- Photo opportunities of industry great Richard Petty
- Interview with OPTIMA representatives about the partnership with Richard Petty and Petty’s Garage

MEDIA CONTACTS:

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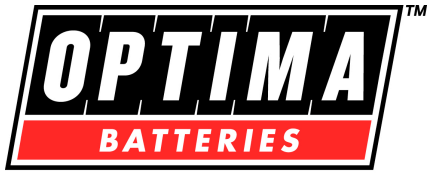
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