



FOR IMMEDIATE RELEASE
NEWS RELEASE

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**OPTIMA® Batteries Announces
2011 Edwin Evers
“Bass Pro Shops Tour”
Sweepstakes Winner on Bass
Zone on XM Radio**

Aug. 11, 2011 (MILWAUKEE) – BASS Elite Series Angler, Edwin Evers, recently announced the OPTIMA® Batteries Bass Pro Shops Tour sweepstakes winner on The Bass Zone on XM Radio. Alesha Thweatt of Carrollton, Texas, who was randomly selected from 435 entries, will receive a one-day, two-night fishing trip with Evers on a lake near Evers’ home in Tulsa, Oklahoma.

The sweepstakes was part of Evers’ 2011 Bass Pro Shops Tour, which took place from March 26 to June 4, and included

visits to eight select Bass Pro Shops across the U.S. At each location Evers performed informative fishing demonstrations and spoke about marine battery care and maintenance. Individuals who visited participating Bass Pro Shops during Evers’ personal appearances were eligible to enter the sweepstakes.

“I am really looking forward to meeting Alesha, said Evers. “I had a great time on the water with our 2010 winner Brian Jamison, and this time I’m hoping to catch even more fish in my OPTIMA-powered Nitro Z9.”

Thweatt’s grand prize includes airfare, lodging and \$200 cash, in addition to fishing with one of the nation’s best. Evers had a remarkable year finishing the BASS regular season as runner-up in Angler of the Year standings. In the post-season Evers fished the Toyota All-Star Championship and weighed in at 8 pounds, 2 ounces of Alabama River bass falling just 5 ounces short of the championship title.

OPTIMA Batteries congratulates the eight 1st place finalists who received a gift certificate for a free OPTIMA battery of their choice:

☒ Scott Haywood - Leeds, AL	☒ Chad Robinson - Atlanta, GA
☒ Steven McKee – Nashville, TN	☒ Doug Shumate - Orlando, FL
☒ Robbie Pelt – Prattville, AL	☒ Rusty Slover – Pearl, MS
☒ Wayne Rasmuss en – Broken Arrow, OK	☒ James Tiner – Grapevine , TX

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>.

For more information on the Bass Pro Shops Tour sweepstakes, please visit <http://www.optimabatteries.com/edwinever> s/. For help on choosing the right batteries for any application, advice on proper battery care and maintenance and a retail locator, consumers can visit www.optimabatteries.com. OPTIMA BlueTop marine batteries can also be purchased direct from the factory at <http://shop.optimabatteries.com>.

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

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