



NEWS RELEASE

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OPTIMA® Adds the OPTIMA® Chargers™ Digital 1200 Battery Charger to Product Collection

OPTIMA Batteries® offers consumers an all-new charging option that redefines the automotive and recreational battery charger

Nov. 1, 2011 (MILWAUKEE) – OPTIMA® Batteries, the global leader in high-performance automotive and marine AGM batteries, adds an all-new product to the roster with the OPTIMA® Chargers™ Digital 1200 Battery Charger. The microprocessor-controlled product was introduced to the performance automotive aftermarket industry today at the 2011 SEMA Show in Las Vegas.

The OPTIMA Chargers Digital 1200 Battery Charger enhances the performance of OPTIMA and other AGM batteries, recovers deeply discharged battery and extends battery life. It also features a tri-color LCD display for charging, maintaining and fault mode indication. With a gauge that displays battery charging and fill rate with charger mode and fault messages, this new product offers one of the best user interfaces on the market. Other innovative features include an integrated LED work light with ergonomically designed DC charging clamps, quick set selections that prompt users with a quick and easy selection of charge profiles by battery type of battery maintainer by connection type, and USB charging for iPads®, iPhones® and other devices such as cameras and phones.

“This is our brand’s first truly new product in years and the OPTIMA Chargers Digital 1200 Battery Charger is something the market has been asking for and is something enthusiasts need,” said Cam Douglass, director of product development and marketing for OPTIMA Batteries. “The SEMA Show is the ideal venue to reveal this new product as it will revolutionize battery charging, as our other OPTIMA products do within the performance aftermarket.”

The new 12 Amp OPTIMA Chargers Digital 1200 Battery Charger product will be available for consumers to purchase in Spring/Summer 2012. It can be used for charging flooded, AGM batteries, used in automotive, motorcycle, marine, tractor, power sports, RVs and more, as it will maximize the charging profile for each application, while giving every battery the ability to perform at the ultimate level. The OPTIMA Chargers Digital 1200 Battery Charger is optimized when used with high-performance AGM batteries but has enhanced charging capabilities that can also be used with all traditional types of automotive batteries.



In addition to the OPTIMA Chargers Digital 1200 Battery Charger, OPTIMA Batteries produces some of the highest quality and performing automotive and marine batteries in the marketplace today. OPTIMA Batteries pushes to be ahead of the technology curve in order to provide The Ultimate Power Source™ for enthusiasts.

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 1 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>.

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