



FOR IMMEDIATE RELEASE

NEWS RELEASE

Media Contact:
Sarah Soczka
Dig Communications
312-854-8391
ssoczka@digcommunications.com

BASS Elite Series Angler, Edwin Evers Announces Bass Pro Shops Tour

OPTIMA® Batteries pro staffer will conduct fishing demonstrations, battery education seminars and offer fans a chance to win a fishing excursion with Evers or a free OPTIMA battery

March 29, 2011 (MILWAUKEE) – BASS Elite Series Angler Edwin Evers will once again be traveling to Bass Pro Shops throughout the U.S. to perform informative fishing demonstrations and talk about marine battery care and maintenance. Evers is a 10-time Bassmaster Classic Qualifier and recently won the Bassmaster Elite Series event, Power-Pole Citrus Slam in Palatka, FL. This latest win qualifies Evers for the 2011 Bassmaster Classic, and puts him in fourth place for the Angler of the Year race.

In addition to fishing demonstrations, Evers will be giving one lucky fan an all expenses

paid fishing trip with him through the OPTIMA® Batteries and Bass Pro Shops sweepstakes. To register, fans must be present during Evers' visit to their local store. No online entries are allowed.

OPTIMA Batteries and Evers have specifically chosen Bass Pro Shops with strong fishing communities and that fit within Evers' travel schedule. Evers' kicked off the tour last weekend at Bass Pro Shops in Prattville, AL and Orlando, FL. The tour will run through June 4, 2011:

Friday, April 1, 2011
3 – 6 p.m.
323 Opry Mills Drive
Nashville, TN 37214

Saturday, April 2, 2011
12 – 3 p.m.
5000 Bass Pro. Blvd.
Leeds, AL 35094

Saturday, April 30, 2011
12 – 3 p.m.
100 Bass Pro Drive
Pearl, MS 39208

Sunday, May 1, 2011
12 – 3 p.m.
5900 Sugarloaf Parkway, Suite 129
Lawrenceville, GA 30043

Saturday, May 21, 2011
12 – 3 p.m.
2501 Bass Pro Drive
Grapevine, TX 76051

Saturday, June 4, 2011
12 – 3 p.m.
101 Bass Pro Drive

Broken Arrow, OK 74012

“I’ve been an OPTIMA supporter for a long time, and I appreciate the opportunity to travel and meet with my fans,” said Evers. “OPTIMA BlueTop® batteries have the power and durability to keep my boat running when I need them most. In fact, during the 2007 Bassmaster Series, I was running across Lake Erie when I noticed my motor was hanging off and my boat filled with water. Luckily, my OPTIMAs kept the pumps running long enough for me to be rescued, and win the tournament!”

For more information on OPTIMA sponsored Edwin Evers Bass Pro Shop Tours, including schedule, prizes, eligibility and official sweepstakes rules, please visit <http://www.optimabatteries.com/edwinevers/>.

For help on choosing the right batteries for any application, advice on proper care and maintenance of batteries and a retail locator, consumers can visit www.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 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>.

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