

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

OPTIMA® Batteries Reveals New Product at 2011 SEMA Press Conference

Attendees will be the first in the industry to view the brand's all-new product

WHAT: OPTIMA® Batteries, the global leader in high-performance automotive and marine batteries, will reveal an all-new product to its collection during a press conference at the 2011 SEMA Show in Las Vegas. SEMA Show attendees will be among the first in the performance automotive aftermarket industry to get a glimpse at the product and learn about its benefits.

Cam Douglass, the director of product development and marketing for OPTIMA Batteries, will make the product announcement during the press conference.

WHEN: **The new product press conference is on** Tuesday, November 1, at 12 p.m. PT

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

WHY: This is OPTIMA Batteries' first truly all-new product in years.

INTERVIEW & PHOTO OPPORTUNITIES:

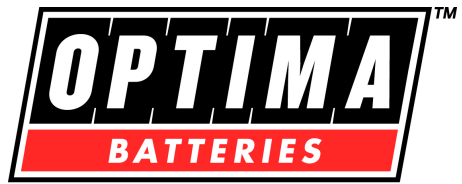
- One-on-one media meetings to discuss the new product will be available immediately following the press conference and

throughout the remainder of the SEMA show

- Interview with Cam Douglass, director of product development and marketing, or other OPTIMA Batteries technical experts

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