



NEWS RELEASE

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FOR IMMEDIATE RELEASE

OPTIMA® Batteries Reveals New *Wall of Power* Inductees at SEMA 2011

Legendary OPTIMA Batteries that have survived extreme conditions to be featured in OPTIMA SEMA booth display

October 27, 2011 (MILWAUKEE) – During the SEMA Show 2011, OPTIMA Batteries will reveal its newly inducted *Wall of Power* members and legendary batteries. The interactive display was introduced at last year's SEMA Show and offers booth visitors the opportunity to learn more about the extreme stories of survival from OPTIMA's elite enthusiasts.

These batteries, which have all been put to the ultimate test, come from all over the world. Some of the OPTIMA Batteries featured have helped to break records, survive collisions, natural disasters and even explosions.

"I'm always amazed by the amount of fan mail that OPTIMA Batteries receives. Our loyal enthusiasts are truly incredible and have some very interesting and unique testimonials about our products," said Cam Douglass, director of product development and marketing for OPTIMA Batteries. "The *Wall of Power* is a compelling way to share these stories and also provides an opportunity to showcase OPTIMA's best-in-class performance capabilities."

The OPTIMA Batteries *Wall of Power* 2011 new inductees include:

- **Ryan Scheider**, whose OPTIMA® YellowTop® worked its way loose from its mounds, fell on the header and melted a huge corner off one of the Spiralcells® and has still lasted more than five years of hard use.
- **Brent Hajek** broke the E85 Speed Record at Talladega Superspeedway in Alabama just before the car hit the wall at 200 mph; however, the two OPTIMA® RedTop® batteries in his vehicle continued to break records and win races.
- **Dean Hatam** found a dusty old RedTop OPTIMA battery at the office that was on its way out the door. This OPTIMA, which is nearly 15 years old, is still kicking.
- **Brett Barrett**, a past OPTIMA® Ultimate Street Car Invitational competitor, purchased a YellowTop battery for his demolition car (a Chrysler Imperial) about 10 years ago. The

YellowTop sustained six years of hard abuse in his demo vehicle and never died. Then, after the car had sat in an abandoned field for a couple years, he pulled the battery out of his trusted Imperial and put it in a 1973 Volkswagen Thing.

- **David Oliver's** father's John Deere 5205 Tractor caught on fire in the battery compartment due to a malfunctioning headlight harness. Unfortunately, the OPTIMA RedTop within the tractor did NOT make it through the blaze unharmed, but the barbecued OPTIMA still works and showed 12.5 volts after the incident.
- **Ken Bishop's** home was completely wiped out by Hurricane Katrina. Ken found his OPTIMA® BlueTop® battery sitting on the foundation of what had been his house, where it had been submerged in 12 feet of saltwater. To his delight, the battery continued to work after taking everything Katrina could throw at it.
- **Brian Finch** was participating in the 2011 Motorstate Challenge, an OPTIMA® Ultimate Street Car qualifying event, when his 1966 Corvette engine exploded, setting the car on fire at a speed of 120 mph. The fire managed to severely melt half of the YellowTop® battery, but luckily for Finch it continued to perform.

Besides SEMA, the *Wall of Power* will travel throughout the country to be showcased at other OPTIMA-sponsored automotive and marine events.

Launched this year, the brand's Facebook application "Wall of Power Challenge" pits two extraordinary OPTIMA battery stories against each other and lets fans decide whose story is tougher. The story with the highest percentage of votes is crowned champion and goes on to compete with a new challenger.

OPTIMA Battery users who have extreme stories to tell are encouraged to submit their stories for *Wall of Power* inclusion at <http://www.optimabatteries.com/powerstories/>.

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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