



NEWS RELEASE

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FOR IMMEDIATE RELEASE

OPTIMA® Batteries Set to Make Significant Announcements During SEMA 2011

*Brand utilizes world's largest performance automotive aftermarket industry
tradeshow to launch several initiatives*

November 1, 2011 (LAS VEGAS) – OPTIMA® Batteries, the global leader in high-performance automotive and marine AGM batteries, has several major announcements and debuts planned for the 2011 SEMA Show. The all-new OPTIMA booth #22755 is the third largest located in the Central Hall, following the General Motors and Ford Motor Company displays, and will be sure to excite industry enthusiasts at the Show this year with the reveal of the brand's new mobile marketing rig and interactive display.

New Product Introduction

The OPTIMA team is excited about making a major product announcement at SEMA as it is the brand's first truly new product in years. The OPTIMA® Chargers™ Digital 1200 Battery Charger, which was introduced at the start of the show during a press conference, is something the market has been asking for and is something enthusiasts need.

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.

Richard Petty

OPTIMA Batteries is proud to partner with Richard Petty for the launch of OPTIMA® Chargers™ Digital 1200 Battery Charger. Richard is the most decorated driver in the history of NASCAR racing, winning a record number 200 career wins and seven NASCAR Cup championships during his career, and the owner of perhaps one of the most iconic Dodge Chargers. His vehicle, which will be in the OPTIMA booth during the SEMA Show, not only represents past iconic “Chargers” but also legendary automotive performance. Petty will make his one-and-only official SEMA Show appearance at the OPTIMA® Batteries booth on Thursday, November 3 from 9:30 to 11:30 a.m. PT.

Iconic Vehicles

Several one-of-kind vehicles will be on display in the OPTIMA Batteries booth, some of celebrity status. This includes the debut showing of the original '68 Bullitt Charger movie car, as well as the General Lee '69 Dodge Charger featured on the cover of *Hot Rod Magazine's* November 2011 issue; a '72 Petty's Garage Dodge Charger and a '70 Charger used in the Fast and the Furious movie franchise. Accompanying these legendary Chargers is the 2010 OPTIMA Ultimate Street Car, Mark Stielow's '69 Camaro and a custom designed and built hydrostatic-powered machine known as the "HydroDynamic Rock Buggy."

The vehicles that will participate in the OPTIMA Ultimate Street Car Invitational will be represented around the SEMA Show floor and in the OPTIMA Car Corral, located outside in the Las Vegas Convention Center in the silver lot. Vehicle identifier cards accompanying the competitor vehicles will help attendees learn more about the specifications and aftermarket parts used.

OPTIMA® Ultimate Street Car Invitational

OPTIMA® Batteries will hold a press conference on Thursday, November 3 at 11:30 a.m. PT within the booth to announce the final group of drivers and one-of-a-kind vehicles selected to participate in the OPTIMA Ultimate Street Car Invitational, presented by K&N Filters and Wilwood Disc Brakes, which will be held at Spring Mountain Motorsports Ranch in Pahrump, Nevada on Saturday, November 5, 2011.

The current list of vehicle qualifiers represents a variety of industry-leading muscle cars, pro-touring cars, hot rods and street trucks, from both import and domestic manufacturers. New for this year, spectators will be able to view the racing action from the front row for the first time ever.

A committee made up of OPTIMA and industry representatives will walk the SEMA Show floor looking for the best-of-the-best across all vehicle segments. This final search will be promoted during the show and the final vehicle invitations will be announced during the press conference. For a current list of OPTIMA Ultimate Street Car Invitational participants or more information on the event, please visit <http://www.optimainvitational.com/>.

In addition to news about this year's invitational, the press conference will also reveal more information about a 2012 charity community program and partnership with Golden State Foods that will become integrated with the OPTIMA Ultimate Street Car Invitational franchise moving forward.

Wall of Power

During SEMA 2011, OPTIMA Batteries will reveal its newly inducted *Wall of Power* members and batteries. The brand's hall-of-fame display was introduced at last year's SEMA show and offers booth visitors the opportunity to learn more about extreme stories of survival from OPTIMA's elite enthusiasts.

The batteries, which have all been put to the 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.

To schedule a media appointment with OPTIMA during the show, please utilize the contact information listed above. Media materials will be available within the booth and in the press room.

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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