



## **NEWS RELEASE**

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FOR IMMEDIATE RELEASE

### **OPTIMA<sup>®</sup> Batteries Launches “True Blue” Rewards Program for Weekend Bass Anglers**

*Select Tournaments in Wisconsin, Illinois, Minnesota, Michigan and Ontario Offer Anglers the Opportunity to Win Up to \$2,000 Additional Prize Money Per Tournament*

April 19, 2010 (MILWAUKEE) – OPTIMA<sup>®</sup> BlueTop<sup>®</sup> batteries are already a favorite among pro anglers for powering their boats and equipment. Now, OPTIMA has given serious anglers in the fishing heartland of the Midwest another reason to choose “The Ultimate Power Source” with the introduction of its “True Blue” Rewards Program.

OPTIMA’s “True Blue” program, designed to reward anglers who use OPTIMA product in their tournament boat, will pay the top-finishing contingency-qualified team a cash prize of up to \$1,000, with an added incentive in some events that pays a higher amount for any team that wins the event. The program spans 48 team and individual bass fishing events throughout Minnesota, Wisconsin, Illinois, Michigan and Ontario.

“The weekend bass anglers in the core of the Midwest are some of OPTIMA’s biggest supporters, best customers and most hardcore fishermen and women in the country,” says Cam Douglass, director of marketing and product development for OPTIMA. “We are starting here in our backyard to motivate more anglers to try OPTIMA batteries for themselves and reward those who are already running our products.”

OPTIMA Batteries has specifically chosen circuits and tournaments with strong participation from serious tournament anglers, as well as a strong history of ethics, resource management and

community involvement. Circuits and events selected for the OPTIMA Batteries “True Blue” program include:

- All **Excel Bass** (Minnesota) events, including 5 Team Series and 5 Single Series events - \$200 for top True Blue finisher in each event
- **Wisconsin Association of Bass Tournament Anglers (WABTA)** events, including all 6 qualifying events and the 2010 Classic - \$200 for top True Blue finisher in each event, \$750 if top finishing contingency team wins the tournament
- **Big Bucks Bass** events (Wisconsin and Illinois), including all 20 qualifying events and the 2010 Championship - \$100 for top True Blue finisher in each regular season event, \$500 for top True Blue finisher at the Championship
- **BBT Bass** (Michigan) events, including 5 qualifying events and the 2010 Championship - \$200 for top True Blue finisher in each event, \$750 if top finishing contingency team wins the tournament
- **Sturgeon Bay Open Bass Tournament** - May 16, 2010 (Sturgeon Bay, Wisconsin) - \$1,000 for top True Blue finisher in event, \$2,000 if top finishing contingency team wins the tournament
- **International Falls Bass Championship** – August 26-28, 2010 (International Falls, Minnesota)- \$500 for top True Blue finisher in event, \$1,000 if top finishing contingency team wins the tournament
- **Kenora Bass International** – August 5-7, 2010 (Kenora, Ontario) - \$750 for top True Blue finisher in event, \$1,500 if top finishing contingency team wins the tournament

More tournaments may be added to the 2010 program within the next two weeks and will be announced as agreements are finalized with tournament organizations.

In order to qualify for contingency money in any event, anglers must fulfill the following criteria:

- Have all OPTIMA batteries in the tournament boat. NO OTHER brand of batteries is allowed on-board for any reason.
- Have a provided OPTIMA decal on their boat (must be on drivers windshield, back of main engine or on side of boat above waterline.)
- Turn in within ten days of the tournament: a properly filled out contingency form signed by tournament director; photo of both team members wearing OPTIMA hat and holding OPTIMA winners certificate; and written testimonial about the performance of OPTIMA batteries.

A complete set of official rules for the OPTIMA Batteries “True Blue” program and specific cash rewards for each tournament will be made available at [www.optimabatteries.com/trueblue](http://www.optimabatteries.com/trueblue).

Anglers interested in taking the first step in qualifying for “True Blue” cash rewards can find OPTIMA BlueTop Batteries at a variety of marine and automotive retailers throughout North America. 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](http://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](http://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>.