



NEWS RELEASE

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FOR IMMEDIATE RELEASE

OPTIMA Batteries® Announces Official Battery Sponsorship of Nevada's Silver State Classic Challenge

May, 9 2007 (MILWAUKEE) – OPTIMA Batteries® will continue its run as the official battery of the Silver State Classic Challenge (SSCC), which takes place each year in Ely, Nevada. The first event of the year, *The Nevada Open Road Challenge*, happens this month, May 17th through the 20th. OPTIMA Batteries, along with K&N Engineering, will be co-sponsors of the *Silver State Classic Challenge* from September 13th through the 16th.

OPTIMA Batteries will also, once again, present the *High Noon Shootout*, a one-mile acceleration contest that allows drivers to test the speed of their cars and perform final tuning and reliability checks before Sunday's open road event. Just like the other events in the Silver State Challenge, the *High Noon Shootout* is open to anyone over 18 years old with any type of four-wheeled vehicle.

"What makes the SSCC series so amazing is the fact that anyone, with or without competitive driving experience, can participate. These events allow so many people to experience the true performance of their vehicles," said Steve Kepler, global sales and marketing director for OPTIMA Batteries. "At OPTIMA, we believe performance can only be measured in extreme situations, and Silver State is the perfect venue to show off the Ultimate Power Source."

Event Details

The High Noon Shootout will take place on the Saturday before the NORC from 11:00am to 4:00pm at the Classic Corral on State Route 490 in Ely, Nevada. All participants must be registered and pass final inspection prior to 11:00am on Saturday. Cars will be allowed as many runs as possible within the time allowed by the road closure permit. Detailed information will be supplied at registration and results will be announced at the awards banquet on Sunday night at Sam's Town Hotel in Las Vegas. For those interested in additional information regarding the High Noon Shootout or other Silver State Challenge events, visit www.sccc.us or contact Steve Waldman by email stevezw@cox.net.

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Visit www.optimabatteries.com to find out more about OPTIMA Batteries.

About OPTIMA Batteries

OPTIMA® Batteries are manufactured by Johnson Controls. Johnson Controls is a global market leader in automotive systems and facility management and control. In the automotive market, it is a major supplier of integrated seating and interior systems, and batteries. For nonresidential facilities, Johnson Controls provides control systems and services including comfort, energy and security management. Johnson Controls, founded in 1885, has headquarters in Milwaukee, Wisconsin. OPTIMA® and OPTIMA SPIRALCELL TECHNOLOGY® are registered trademarks of Johnson Controls Battery Group, Inc. For more information visit <http://www.johnsoncontrols.com>, <http://www.OPTIMAbatteries.com>, and <http://www.autobatteries.com>.

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