



NEWS RELEASE

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FOR IMMEDIATE RELEASE

It's A Wrap

Optima Batteries Main Sponsor of Edwin Evers' Boat and Trailer Wrap

(MILWAUKEE) – OPTIMA Batteries®, the high performance battery manufacturer based in Milwaukee, Wisconsin, has teamed up with pro-angler Edwin Evers to make a mark in the angling community. and sponsor his Zephyr Travel System.

In addition to housing Evers' Nitro Bass Boat, the 45-foot trailer manages to hold all of his fishing equipment as well. Optima outfitted the boat and trailer with decals done by the guys at dynamic in Oklahoma.

OPTIMA Batteries are available through leading battery distributors throughout North America, now including Gander Mountain and Sportsman's Warehouse. OPTIMA's BlueTop marine batteries are available in three models, the Group 31, Group 34 starting and Group 34 deep cycle. The batteries feature the colored top and six-pack design that OPTIMA is known for throughout the world. Other batteries in the line include YellowTop deep cycle automotive batteries and RedTop premium automotive starting 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 (NYSE: JCI), founded in 1885, has headquarters in Milwaukee, Wisconsin. OPTIMA® and SPIRALCELL TECHNOLOGY® are registered trademarks of Johnson Controls Battery Group, Inc. The colors red, yellow, blue and the unique six-pack design are 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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