



NEWS RELEASE

For more information:
Annie Holschuh
414-278-0040
annieh@stirstuff.com

FOR IMMEDIATE RELEASE

OPTIMA® Batteries Give BASS The Ultimate Power Source

Sponsorship of BASS Puts OPTIMA in Front of Millions of Fishing Enthusiasts

March 4, 2008 (MILWAUKEE) – Every bass fisherman to sink a hook in the water has some type of secret tackle, lure, jig or technique by which they swear. But, every bass fisherman also knows that the best way to land a trophy is to be on the water earlier and stay out longer, which is why OPTIMA Batteries® is proud to sponsor BASS, the worldwide authority on bass fishing and its prestigious tournament structure.

OPTIMA Batteries, which is already a trusted name in bass fishing, has also strengthened its ties with Edwin Evers, an OPTIMA-sponsored Bassmaster Elite Series angler, as well as with thousands of competitive bass anglers around the world.

For 40 years, BASS has served as the authority on bass fishing and is the only sporting league that mega sports broadcast giant ESPN has ever owned. Moreover, the organization boasts over 525,000 active club members. For the millions of fans who watch on ESPN Outdoors and ESPN2, BASS is the focal point of a multi-billion dollar fishing industry.

BASS is also a leader in advocacy, conservation, and organizing tournaments that bring together the nation's most dedicated bass fishermen. With its considerable multi-media platforms and expansive tournament trail, BASS is guided by its mission to serve all fishing fans. OPTIMA is excited to be a part of its industry leading publications *Bassmaster magazine*, *BASS Times* and *Fishing Tackle Retailer*, along with its web properties in www.Bassmaster.com and www.ESPNOutdoors.com and television programming on ESPN2. OPTIMA and the BASS organization are committed to providing relevant content from tips and techniques to in-depth tournament coverage to its passionate audiences.

OPTIMA Batteries give bass anglers the reliable power they need to outlast even the most stubborn fish. OPTIMA Batteries and BASS have established an agreement that includes supporting sponsorship of the Bassmaster Elite Series, the BASS Federation Nation, the Bassmaster Opens and the Women's Bassmaster Tour presented by Academy Sports & Outdoors. Additionally, OPTIMA joins as a supporting sponsor of BASS' youth initiatives: the Junior Bassmaster World Championship and the Bassmaster CastingKids program.

- more -



About OPTIMA Batteries

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>.

About BASS

For 40 years, BASS has served as the authority on bass fishing. With its considerable multi-media platforms and expansive tournament trail, BASS is guided by its mission to serve all fishing fans. Through its industry leading publications *Bassmaster magazine*, *BASS Times* and *Fishing Tackle Retailer*, considerable web properties in www.Bassmaster.com and www.ESPNOuthdoors.com and television programming on ESPN2, the organization is committed to providing relevant content from tips and techniques to in-depth tournament coverage to its passionate audiences.

The organization oversees the prestigious Bassmaster tournament trail which includes the Bassmaster Elite Series, Bassmaster Opens, Women's Bassmaster Tour and the Bassmaster Classic, the ultimate celebration of competitive fishing. Through its grassroots network, the BASS Federation Nation, BASS sanctions more than 20,000 events annually.

BASS also offers a wide array of services to its more than 525,000 members while spearheading progressive, positive change on issues related to conservation and water access. The organization is headquartered in Celebration, Fla.

O#P#T#I#M#A