



Benton, Ky. – The Professional Anglers Association (PAA) has reached an agreement to grant title rights to the upcoming PAA Corporate Cup to OPTIMA® Batteries; the manufacturer of the revolutionary SpiralCell® Technology in marine, automotive and RV batteries.

The PAA Corporate Cup logo will now bear the familiar red and black OPTIMA® Batteries markings, and OPTIMA® will be featured on all communications and marketing as the title sponsor of the event; The PAA Corporate Cup presented by OPTIMA® Batteries.

PAA President, Tim Horton of Muscle Shoals, Ala., said that the organization is proud to be working with OPTIMA® in bringing a world class event to Florence, Ala. and Pickwick Lake. “We are excited to have OPTIMA® Batteries as the title sponsor for the Corporate Cup,” Horton revealed. “OPTIMA® is a world class organization with a product line that will meet the needs of not only bass anglers, but anyone with a vehicle; we are proud to partner with them in bringing this tournament and our brands to the industry.”

Horton also said that having such a strong company standing alongside not only the PAA and the Corporate Cup, but bass anglers as a whole is an honor. “A reliable battery system is the lifeblood of a functional bass boat,” Horton said. “OPTIMA® has proven themselves as producers of power cells that drive our modern fishing machines, and they continue to be a power center for our industry; we are pleased to be working with them.”

OPTIMA® Batteries’ Global Marine Brand Manager Josie Cline echoed Horton’s enthusiasm. “OPTIMA® is very excited about our partnership with the PAA, simply because this is not a sport that allows for mediocrity,” said Cline. “Only OPTIMA® Batteries can provide the power and durability that the top anglers in the world need to win.”

“From a partnership perspective, the harmony between bass anglers and a superior battery, such as OPTIMA®, translates into win-win situations,” Cline said. “Sport fishing, and bass fishing in particular, is gaining popularity from a passionate fan base, and the PAA is an association of the best anglers in the world that will help us reach our collective fans and consumers.”

“The PAA is actively working to build and shape the future of the sport and our industry; which OPTIMA® believes strongly in, and are proud to be a part of,” Cline related in closing.

The PAA Corporate Cup, presented by OPTIMA® Batteries will be held on Pickwick Lake, hosted by Florence/ Lauderdale Tourism. The event will take place October 9 – 11, 2008 and will feature four man teams consisting of two Tour Level PAA Members competing with Corporate Sponsor Partners in a high stakes fishing tournament.

Daily weigh-ins and festivities will occur at McFarland Park, 200 James M. Spain Dr., Florence, AL 35630.

Practice days will be October 6 & 7, with Wednesday October 8 being an off day that will feature the Captain’s Choice Golf Scramble event on the Robert Trent Jones Golf Trail, sponsored by the Alabama Mountain Lakes Association.

About OPTIMA OPTIMA® BlueTop™, YellowTop™ and RedTop™ batteries are now available through leading battery distributors throughout the globe. Consumers should look for the unique colored top and six-pack design that OPTIMA® is known for throughout the world.

OPTIMA® is a sponsor of PAA Tour Member and Bassmaster Elite Series Pro Edwin Evers.

OPTIMA® has more than 10,000 dealers nationwide and global distribution; for the nearest retailer, consumers can also call 1-888-8-OPTIMA (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>.

For more information or for general information about the Professional Anglers Association, visit our website at www.fishpaa.com, or contact the PAA office at 270-527-2030.

