



NEWS RELEASE

For more information:
Derek Brown
(414) 278-0040
derekb@stirstuff.com

FOR IMMEDIATE RELEASE

OPTIMA® Batteries Becomes Official Sponsor of B.A.S.S.

JANUARY 21, 2009 (Milwaukee, Wis) - OPTIMA® Batteries announced its official sponsorship of BASS, the worldwide authority on bass fishing. Through this partnership, OPTIMA solidifies its long-standing support of the organization and the prestigious tournament structure.

The agreement includes sponsorship of the Bassmaster Classic, Bassmaster Elite Series, the BASS Federation Nation presented by Yamaha Outboards and Skeeter Boats, the Bassmaster Opens and the Women's Bassmaster Tour presented by Academy Sports & Outdoors.

Additionally, OPTIMA will sponsor BASS' youth initiatives: the Junior Bassmaster World Championship and the Bassmaster CastingKids program.

"OPTIMA Batteries is proud to continue its association with BASS, the worldwide leader in bass fishing," said Josie Cline, Marine Brand Manager for OPTIMA Batteries. "As the Ultimate Power Source for BASS and an avid supporter of the sport of bass fishing, OPTIMA Batteries encourages enthusiasts everywhere to stay out on the water longer. Together we will continue to power the sport into the future."

As part of the agreement, OPTIMA will receive significant exposure across all of ESPN Outdoors' multimedia properties including *Bassmaster Magazine*, Bassmaster.com and ESPN2 Outdoors programming.

OPTIMA has strong roots in the bass fishing industry. It served as a sponsor of BASS in 2008 and continues to be the primary sponsor of Bassmaster Elite Series pro Edwin Evers of Talala, Oklahoma. Evers continues to perform well on the Elite Series, scoring a sixth-place finish in the Toyota Tundra Bassmaster Angler of the Year standings.

"OPTIMA has a fantastic reputation in the industry and we're excited to have them increase their association with BASS," said Tom Ricks, vice president and general manager of BASS. "Companies like OPTIMA are necessary to grow the sport of bass fishing."

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.

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>.

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