



Media Information

Subaru Of America, Inc.
One Subaru Drive
Camden, NJ 08103
Main Number: 856-488-8500

Making A Difference Is As Easy As Dining Out!

Persons over 50 are fastest emerging carriers of HIV/AIDS in the U.S.

Philadelphia, Apr 2, 2009 - Make a reservation to go out to eat on April 30, 2009 and know you are helping in the fight against HIV/AIDS. Dining Out For Life(SM) hosted by Subaru is a one-day fundraiser that generated over \$3.9 million in donations for AIDS service providers across North America last year.

On April 30, more than 3,500 restaurants in 55 cities will donate a generous percent of daily proceeds to an AIDS service provider. Money raised in each city stays in that city. "I'm privileged to be involved with Dining Out, especially at a time when many people wrongly believe the HIV/AIDS crisis no longer is a crisis," explained Dining Out For Life spokesperson and Food Network star Ted Allen. In fact, the fastest emerging carriers are people age 50 or over, who make up about 10-15 percent of all people living with HIV/AIDS in the United States. Certain prescription drugs are believed to be contributing to increased rates of sexual activity and sexually transmitted diseases among older people who may not be protecting themselves from HIV transmission.

"Subaru has a long history of supporting events that resonate with our customers, so this sponsorship is a terrific fit for our company and its ideals," said Tim Mahoney, senior vice president and CMO for Subaru of America, Inc. "We are honored to once again be a partner in the Dining Out For Life event."

Visit www.diningoutforlife.com/ to make a reservation at a participating restaurant near you.

* Statistics provided by AIDS InfoNet.

About Dining Out For Life International: Dining Out For Life is an international fundraising event involving the generous participation of volunteers, corporate sponsors and restaurants. In exchange for their financial support, restaurants are promoted in an effort to increase customer traffic. In 1991, Dining Out For Life was created by an ActionAIDS volunteer in Philadelphia. Dining Out For Life is now held in 55 cities throughout North America. For more information see www.diningoutforlife.com/.

About Subaru of America, Inc.

Subaru of America, Inc. is a wholly owned subsidiary of Fuji Heavy Industries Ltd. of Japan. Headquartered in Cherry Hill, N.J., the company markets and distributes Subaru Symmetrical All-Wheel Drive vehicles, parts and accessories through a network of nearly 600 dealers across the United States. Subaru makes the best-selling all-wheel drive car sold in America based on R.L. Polk & Co. new vehicle retail registration statistics for calendar year-end 2007. In addition, Subaru boasts the most fuel efficient line-up of all-wheel drive products sold in the market today based on Environmental Protection Agency (EPA) fuel economy standards. All Subaru products are manufactured in zero-landfill production plants and Subaru of Indiana Automotive Inc. is the only U.S. automobile production plant to be designated a backyard wildlife Habitat by the National Wildlife Federation. For additional information visit www.subaru.com.

About Ted Allen, spokesperson for Dining out For Life International: Ted Allen is host of Food Network's "Food Detectives" and of the new "Chopped". Allen is also known as a judge on "Iron Chef America" and "Top Chef", and as the food and wine specialist on Bravo's hit series "Queer Eye for the Straight Guy".