



Media Information

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Subaru Cherry Blossom Festival Runs March - April 2009

Subaru Celebrates Japanese Heritage and Culture During Festival

Cherry Hill, N.J., Mar 3, 2009 - Subaru of America, Inc. returns for its sixth year as title sponsor of the Subaru Cherry Blossom Festival, taking place in Philadelphia from March 6 - April 23, 2009.

"It is an honor for Subaru to sponsor this culturally rich event again," said Tim Mahoney, senior vice president and chief marketing officer for Subaru of America, Inc. "We are proud to support events that our customers embrace and with the outdoors and environment topping the list, the Subaru Cherry Blossom Festival is a perfect complement to their lifestyles."

The Subaru Cherry Blossom Festival of Greater Philadelphia celebrates the turn of the season and the friendship between Philadelphia and Japan Japanese music, art, food and fun.

The Festival's centerpiece event is Sakura Sunday, a favorite for families in the Delaware Valley. Held this year on April 5 from 11:00 a.m. - 4:00 p.m. at Fairmount Park's Horticulture Center, Sakura Sunday is an outdoor extravaganza of art, food and entertainment. All activities are free.

The Subaru Cherry Blossom Festival Gala takes place on March 28 in the grand setting of The Union League of Philadelphia. This elegant affair includes Kagamibiraki - a sake barrel-breaking ceremony - a tradition in Japan for marking a special occasion or important event. The evening also includes a silent auction and a kabuki dance performance by visiting artist Isaburo Hanayagi. Proceeds from the Gala benefit the Community Cherry Tree Planting Project.

Japanese Culture Week, at Liberty Place Rotunda, March 30 - April 2, again offers lively performances and demonstrations including martial arts, kimonos, and robotics. These free activities take place daily, noon to 2 p.m.

For more information on the Subaru Cherry Blossom Festival and its events, visit <http://jasgp.org/cherryblossomfestival/>.

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 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 the Subaru Cherry Blossom Festival of Greater Philadelphia

The Subaru Cherry Blossom Festival of Greater Philadelphia, or Sakura Matsuri as it is known in Japanese, is an initiative to encourage a better understanding of the cultural, social, and educational customs of Japan and the United States. Japan has been celebrating the beauty of the elegant pink cherry blossom for hundreds of years with picnics under the trees accompanied by traditional music and dance. The Festival also seeks to beautify the Philadelphia landscape by annually planting and maintaining 100 cherry trees in Fairmount Park. In the spring of 2007, the JASGP finished planting 1,000 cherry trees to supplement the 1,600 flowering trees donated by Japanese government as a gesture of friendship in 1926.