



Media Information

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Subaru Donates 'Hep B Hero Mobile' To Support Campaign

Company Supports Asian/Pacific Islander Community in Promoting Hep B Awareness

San Francisco, Oct 14, 2009 - Subaru of America is joining the San Francisco Hep B Free campaign as the official vehicle and partner by donating the use of a 2010 Subaru Legacy detailed with full color artwork promoting the campaign theme which calls on everyone to "B a Hero" in preventing liver cancer and the hepatitis B disease.

Hepatitis B causes up to 80 percent of all liver cancers, and disproportionately affects 1 in 10 Asian and Pacific Islanders. A safe and effective vaccine prevents infection and liver cancer caused by hepatitis B. The most important step towards eliminating hepatitis B disease is by being tested for infection in your doctor's office.

The new model 2010 Subaru Legacy Sedan is black with a cape design and features the "B" emblem of the campaign along with the Subaru logo. It will debut at the 2nd annual B a Hero Gala -- a benefit fundraiser for SF Hep B Free, the citywide campaign to screen and vaccinate all Asian and Pacific Islanders for hepatitis B. The car will be on display in front of the Empress of China on Oct 15 from 5:30 to 9pm and will be featured in prominent Bay Area Asian American oriented events including the Northern California Cherry Blossom Festival, Pistahan Parade and Festival and Autumn Moon Festival. The car will make its traveling road show debut on November 4 at the San Mateo Hep B Free launch.

"Subaru is committed to helping educate the community and increase awareness through the Hep B Free movement," said Todd Lawrence, promotions and sponsorship manager, Subaru of America, Inc. "The Asian American/Pacific Islander community is one of the most vibrant and fastest growing in America. We are proud to be part of the community's good health initiatives and continued development."

HBV is the greatest health disparity between Asians and non-Asians. One in 10 Asians are chronically infected with Hep B and are four times more likely to die from liver cancer compared with the general population. 80 percent of liver cancer worldwide is caused by chronic HBV infection. Early detection of HBV will benefit the carrier as well as prevent the infection from spreading. Hepatitis B is not only vaccine preventable, but it also has effective treatments that can slow or prevent liver damage caused by the disease.

"The Asian community draws its heritage from some of the oldest cultures in the world. Today Subaru is starting a new "legacy" with the donation of this Subaru Legacy and becoming the first car company to become a major player in the health and well-being of the growing Asian/Pacific Islander community," said Ted Fang, AsianWeek Foundation Director and SF Hep B Free Steering Committee Member.

"Thanks to Subaru's generosity, SF Hep B Free is delighted to have the hepatitis B awareness message displayed in such an innovative and fun manner," said Janet Zola, Health Prevention Specialist with the SF Dept. of Public Health and SF Hep B Free Steering Committee Member. "We are on the right path to eliminating the transmission of this very serious disease as we encourage everyone to be screened and vaccinated if they have not yet done so."

San Francisco Hep B Free

www.sfhepbfree.org

San Francisco Hep B Free is a first-of-its-kind collaboration between city government, private healthcare and community organizations. The program's goal is to make San Francisco a hepatitis B-free city by (1) creating public and healthcare provider awareness about the importance of testing & vaccinating APIS for hepatitis B; (2) promoting routine HBV screenings and vaccinations within the primary care medical community; and (3) facilitating access to treatment for chronically infected individuals. SF Hep B Free is a project of Community Initiatives, a 501(c)(3) tax-exempt organization.

The AsianWeek Foundation

www.asianweek.com

The AsianWeek Foundation is a founding Steering Committee member of the Hep B Free campaign and focuses on community organizing and strategic partnerships. AsianWeek Foundation's purpose is to bring together the diverse segments, organizations and individuals of the Asian Pacific/Islander community. AsianWeek Foundation also organizes the Asian Heritage Street Celebration, a celebration of traditional and contemporary culture in Asian Pacific America. It is the largest one-day gathering of Asians in America. www.asianfairsf.com

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 approximately 600 dealers across the United States. 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.