



# Media Information

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## Subaru Shares \$5 Million With Five Charities - Again

- New Subaru Owners Generate Nearly \$15 Million in Three Years for Nonprofits

Cherry Hill, N.J., Feb 9, 2011 - CHERRY HILL, N.J., Feb. 10, 2011 /PRNewswire/ -- Subaru of America, Inc. today announced that with the help of new Subaru owners, the company generated \$5 million for charities across the country during its third annual "*Share the Love*" event.

Subaru is donating \$250 for every new Subaru vehicle sold or leased (up to a maximum of \$5 million) from November 20, 2010 through January 3, 2011. Customers who purchased or leased during this time determined how the charitable gifts would be invested by designating one of five nonprofit organizations ranging from animal cruelty prevention to youth mentoring to environmental protection:

- The American Society for the Prevention of Cruelty to Animals (ASPCA)
- Big Brothers Big Sisters
- Habitat for Humanity
- Meals On Wheels Association of America
- Ocean Conservancy

The *Share the Love* event has generated nearly \$15 million in donations over three years for the company, which celebrated record sales in 2010 and is continuing the trend in 2011.

"We are proud to have once again maximized our budget for the event," said Tim Mahoney, senior vice president and CMO, Subaru of America, Inc. "We are excited to continue a program that engages our customers in giving back to the community."

### About the Charities

#### About ASPCA

For more than 143 years, the ASPCA has been dedicated to helping animals live better lives, whether it's rescuing animals from abuse, introducing and enforcing more humane legislation, sharing resources with shelters or making advances in veterinary medicine.

#### About Big Brothers Big Sisters

For more than 100 years, Big Brothers Big Sisters has operated under the belief that inherent in every child is the ability to succeed and thrive in life. Most children served by Big Brothers Big Sisters are in single-parent and low-income families or households where a parent is incarcerated. As the nation's largest donor and volunteer supported mentoring network, Big Brothers Big Sisters makes meaningful, monitored matches between adult volunteers ("Bigs") and children ("Littles"), ages 6 through 18, in communities across the country.

**About Habitat for Humanity**

Habitat for Humanity International is a nonprofit organization that welcomes to its work all people, regardless of religion, race or ethnicity, to build simple, decent, affordable houses in partnership with those who lack adequate shelter. Since its founding in 1976, Habitat has built or rehabilitated more than 350,000 houses, providing shelter for more than 1.75 million people in nearly 90 countries around the world.

**About Meals on Wheels Association of America**

Meals On Wheels Association of America (MOWAA) works every day with thousands of local Meals On Wheels programs and hundreds of thousands of volunteers who all share in the mission to end senior hunger. The organization provides the tools and information its programs need to make a difference in the lives of others. It also gives cash grants to local senior meal programs throughout the country to assist in providing meals and other nutrition services.

**About Ocean Conservancy**

Since 1972, Ocean Conservancy has promoted healthy oceans by informing, inspiring, and empowering people to speak and act on behalf of the ocean. Many people don't know that the ocean is the source of much of the food, water, and oxygen we need to live—it's the life support system for our planet.

**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 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 [subaru.com](http://subaru.com).