



Media Information

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SUBARU HAULS TRASH WITH UNITED BY BLUE

- Subaru kicks off a second summer of waterway cleanups with ocean-friendly apparel brand United By Blue
- First clean-up scheduled for Saturday, May 18th

Cherry Hill, N.J., May 15, 2013 - Subaru of America, Inc. and lifestyle apparel brand United By Blue will kick-off a second year of waterway cleanups. United By Blue (UBB) removes a pound of trash from oceans and waterways for every product sold. With the help of Subaru, UBB will host four cleanup events this summer. The all-wheel-drive Subaru Outback will serve as the official UBB cleanup vehicle.

"The more we work with Subaru, the more we realize just how perfect this partnership is," said Brian Linton, Founder and Chief Trash Collector. "Like United By Blue, Subaru sincerely believes in the importance of keeping our oceans and rivers free of trash, and by working with us on key cleanups throughout the East Coast, we are able to accomplish more than either of us would on our own."

During a cleanup season, UBB hosts an average of 25-30 ocean and waterway cleanups throughout the country. To date, UBB has removed 142,738 pounds of trash from oceans and waterways in 18 states during 84 cleanups. UBB organic t-shirts, canvas bags and jewelry can be purchased online or from over 300 retailers throughout the US, Italy, South Korea and Japan.

"Over the past year, I have driven our Outback over 20,000 miles to dozens of cleanups up and down the East Coast. The Subaru helps us transport our cleanup gear, supplies, and volunteers to and from cleanups comfortably and efficiently. Honestly, I don't think we could find a better car or company to work with," said Mike Cangi, Director of Cleanups.

"Subaru excited to begin a second year of cleanup activities for United By Blue," said Tim Tayge, sponsorships and promotions manager for Subaru of America. "It is always great to work with partners that share our commitment to making the world a better place."

Subaru will co-host a total of four waterway cleanups along the East Coast. Select items from UBB's 100% organic apparel line will also be available for purchase through the Subaru Gear.

About Subaru of America, Inc.

Subaru of America, Inc. is a wholly owned subsidiary of Fuji Heavy Industries Ltd. of Japan. Headquartered at a zero-landfill office in Cherry Hill, N.J., the company markets and distributes Subaru vehicles, parts and accessories through a network of more than 600 dealers across the United States. 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 media.subaru.com.

About United By Blue

United By Blue is a lifestyle apparel and accessories brand designed for the urban and outdoor adventurer. Catering to men, women, and children, products include eco centric organic cotton t-shirts, knits, and sweaters along with rugged waxed canvas bags with classic details and artisan jewelry through retailers nationwide and online at <http://www.unitedbyblue.com>.

As a certified B Corporation, United By Blue is a company that uses the power of business to solve social and environmental problems. For every product sold, United By Blue removes one pound of trash from the world's oceans and waterways through company organized cleanups. Visit them at <http://www.facebook.com/unitedbyblue> and follow them [@unitedbyblue](https://twitter.com/unitedbyblue) on twitter for product and cleanup updates.