



Media Information

Subaru Of America, Inc.
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Subaru Of America Helps Dogs And Puppies Find Homes At The Pilots N Paws Gulf Coast Rescue Flyway September 18D

Cherry Hill, N.J., Sep 16, 2010 - **WHAT:** Subaru of America, Inc. goes to the dogs in New Orleans, helping rescue hundreds of shelter animals that were surrendered due to the struggling Gulf Coast economy. During the Pilots N Paws Gulf Coast Rescue Flyway, 114 pilots and co-pilots flying 58 private airplanes will transport as many as 500 animals to receiving shelters as far away as New Jersey. Subaru supports this massive rescue effort by using All-Wheel Drive Subaru vehicles to transport volunteers to and from New Orleans Lakefront Airport, as many of the surrounding roadways are still scarred from Hurricane Katrina's devastating floods.

WHEN: Saturday, September 18, starting at 6:00 a.m.

WHO: Subaru of America employees and local Subaru dealership volunteers team with Pilots N Paws co-founders, a squadron of volunteer pilots and dozens of local volunteers.

WHERE: AeroPremier Jet Center at New Orleans Lakefront Airport, located at 6401 Stars & Stripes Blvd. in New Orleans, Louisiana

WHY: Subaru, with a long history of supporting animal welfare organizations and a customer base made largely of pet owners, sponsors Pilots N Paws' everyday mission to rescue animals across the nation.

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 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

www.subaru.com.

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