

Media Information



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SUBARU OF AMERICA, INC. TO SPONSOR NORTHWEST FLOWER & GARDEN SHOW

Show to Highlight New Trends in Sustainability

Cherry Hill, N.J., Jan 27, 2010 - Subaru of America, Inc. is once again sponsoring the Northwest Flower & Garden Show. Subaru will be back in its third year to sponsor the Northwest Flower & Garden Show, now under the ownership of O'Loughlin Trade Shows. This year, the show will be accented by new trends in sustainability and runs February 3-7, 2010 at the Washington State Convention and Trade Center.

"We are glad to once again sponsor the Northwest Flower & Garden Show," said Tim Mahoney, senior vice president and CMO, Subaru of America Inc. "As our owners tend to appreciate gardening and participate in outdoor-lifestyle activities, the flower show is a good fit for the Subaru brand."

Subaru will showcase the 2010 Outback and 2010 Forester in a skybridge Japanese Tea Garden display. Inside the show's entrance, visitors will discover the Subaru Sustainable Garden display, which will feature the 2010 Forester. Subaru is part of a big line-up of more than 20 spectacular display gardens, internationally-known speakers, over 350 exhibitors and activities for the entire family.

A special presentation brought to you by Subaru is entitled, "The \$25 Victory Garden - Growing a Garden to Feed Your Family on \$25 or Less" featuring Green Gardening/Sustainability Expert and host of "Growing a Greener World", Joe Lamp'I, will take place on Thursday, February 4 at 6:45 pm in the Rainier Room.

"We are proud and excited to be the new stewards of an event that has been a highlight for thousands of flower and garden devotees for the past two decades," said Show Producer Terry O'Loughlin. "We're calling it a new beginning for a Northwest tradition. We're excited about Subaru's continued partnership--it's a perfect fit for our focus on sustainability at the 2010 show."

The 2010 show will again showcase inspiring work by top garden creators--integrating thousands of flowers and plants with their rich colors, fragrances and textures into dazzling full scale gardens. The show has assembled a world-class panel to review and judge the display gardens.

The show's "Marketplace" will feature over 350 nurseries and other exhibitors spotlighting products and services related to gardening and outdoor living. Other attractions include the "Sproutopia" children's area, the handiwork of high school horticulture students in the "Funky Junk" display, floral display competitions, a container garden exhibition and much more.

New to the show is the family-friendly "Butterflies" exhibit--designed to educate children about the lifecycle of a butterfly by taking them on a tour where they can interact with over 300 live butterflies.

About O'Loughlin Trade Shows

Northwest-based O'Loughlin Trade Shows, Inc. has over 70 years producing consumer shows. Four generations of the O'Loughlin family have "grown" the company to become the largest producer of consumer shows in the West, including the Portland Home & Garden Show and the Tacoma Home & Garden Show. For additional information, visit www.gardenshow.com.

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 www.subaru.com.