



Media Information

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SUBARU PARTNERS WITH MOUNT WASHINGTON OBSERVATORY HELP RAISE NEARLY \$200,000

Record Success at 10th Annual Seek the Peak Hike-a-Thon Fundraiser

Cherry Hill, N.J., Aug 3, 2010 - Subaru of America, Inc. sponsored the 10th annual Seek the Peak hike-a-thon that raised a record-breaking \$197,000 for the Mount Washington Observatory. A long-standing Subaru partner, the Mount Washington Observatory hosted a record 479 people that each met or exceeded the event's \$100 fundraising minimum. All proceeds went to support the Observatory's work in weather observation, research and education on Mount Washington. Subaru proudly remains the Official automotive sponsor of Seek the Peak, which is the Observatory's largest annual fundraiser.

Also benefiting the Observatory was a concert where Subaru donated a one-year lease on an all-new 2010 Subaru Outback which was raffled off with proceeds benefiting the Observatory. The benefit concert featured "Assembly of Dust" and special guests "The Brew" and was held at the Cranmore Mountain Resort in North Conway, New Hampshire.

The record-breaking \$197,000 total was a combination of ticket sales for the "Assembly of Dust" benefit concert, raffle and individual hiker pledges. Surpassing the 2009 total by a whopping \$80,000, funds raised at this year's event brings the ten-year Seek the Peak fundraising total to nearly \$700,000.

"We are extremely proud of our relationship with the Mount Washington Observatory," said Tim Mahoney, senior vice president and CMO, Subaru of America, Inc. "The mission and continued success of the Observatory go a long way to help building awareness about the natural world we inhabit."

"We are absolutely thrilled with the success of this year's event," said Executive Director, Scot Henley. "The dedication of our hikers is always humbling, and this year they really raised the bar. We are incredibly fortunate to have such a passionate group of supporters."

To learn more about Seek the Peak, visit seekthepeak.org or call (603) 356-2137, 230. Registration for Seek the Peak 11 is scheduled to open December 1, 2010.

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.

About Mount Washington Observatory

Mount Washington Observatory is a private, non-profit, member-supported organization with a mission to advance understanding of the natural systems that create the Earth's weather and climate. Since 1932, the Observatory has been monitoring the elements in one of the most extreme locations on Earth, using this unique site for scientific research and educational outreach. For information, call (800) 706-0432 or visit MountWashington.org.