



Media Information

Subaru Of America, Inc.
One Subaru Drive
Camden, NJ 08103
Main Number: 856-488-8500

CONTACT: Michael McHale
(856) 816-1231
mmchale@subaru.com

Subaru Raises Awareness About Hepatitis B With 'Hep B Mobile'

Company Also Supports Sixth Annual Asian Heritage Street Celebration

San Francisco, May 11, 2010 - To raise awareness of Hepatitis B, Subaru of America, Inc. has developed a 'Hep B Mobile'. The company will also continue its sponsorship of the Asian Heritage Street Celebration, which takes place Saturday, May 15, in the Civic Center/Little Saigon District.

"We are pleased to sponsor the Asian Heritage Street Celebration and help raise awareness about Hepatitis B," said Tim Mahoney, senior vice president and CMO for Subaru of America, Inc. "We hope that through our support, people will have the opportunity to celebrate this rich culture and become more informed about this disease."

The Subaru "Hep B Mobile", a specially-wrapped Subaru Legacy, will serve as a traveling billboard to direct the public to the website, sfhepbfree.org. and encourage people to "See a Doctor Who Tests for Hep B." Subaru began its support of the Asian market in the San Francisco Bay area more than six years ago when it introduced its in-language and in-culture advertising to the community.

"Subaru's commitment to the Asian American community has been enduring and is multi-faceted. AsianWeek Foundation is proud to partner with Subaru in celebrating Asian/Pacific Islander heritage and culture," said Ted Fang of the AsianWeek Foundation, producer of the event.

During the celebration, Subaru will join forces with the San Francisco Hep B initiative in front of the Asian Art Museum located at 200 Larkin Street in Little Saigon.

The company will distribute a commemorative gift to those that visit the SF Hep B tent and complete the on-site survey (while supplies last). Subaru will have the Forester, Outback, and the specially-wrapped Legacy "Hep B Mobile" on display.

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 the Asian Heritage Street Celebration

The Asian Heritage Street Celebration is a celebration of the diversity in Asian Pacific America. It is organized by the AsianWeek Foundation in cooperation with over 150 local and community groups. It is the largest gathering of Asians and Pacific Islanders in America. Features include sports, live performances, arts and crafts, medical screenings, children's area, school awards and more.