



## Media Information

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### **Animal Magnetism: Subaru Announces Sponsorship Of The ASPCA**

*Sponsorship Includes Three 'Go Orange for Animals' Festivals in April*

Cherry Hill, N.J., Mar 22, 2009 - Subaru of America, Inc. today announced the Company's inaugural sponsorship of the nation's oldest humane organization, the ASPCA® (The American Society for the Prevention of Cruelty to Animals). A key component of the sponsorship includes Subaru's support of three 'Go Orange for Animals' festivals in celebration of April's Prevention of Cruelty to Animals Month. The festivals, which will include mobile adoptions and opportunities to get advice on pet care from animal behaviorists, will take place in three cities across the country -- New York, N.Y. (Union Square Park, April 7, 2009); Austin, Texas (Zilker Park, April 18, 2009) and Los Angeles, Calif. (Venice Beach, April 25, 2009).

"We're very happy to sponsor the good work of the ASPCA, especially since many Subaru owners are also pet owners," said Tim Mahoney, senior vice president and chief marketing officer, Subaru of America, Inc. "Subaru has a long history of supporting organizations that are good stewards of our environment -- including our animal friends -- so this sponsorship is a terrific fit with our ideals as a company. In fact, earlier this year, the ASPCA was one of five charities which shared in a donation of more than \$4.6 million by Subaru of America, the results of our 2008 year-end "Share the Love" marketing campaign in which our buyers were able to designate a \$250 gift from Subaru to one of the charities."

"We are thrilled to welcome Subaru on board this year as we gear up to celebrate Prevention of Cruelty to Animals Month," said Jo Sullivan, Senior Vice President of Development & Communications for the ASPCA. "The outpouring of support we received throughout the 'Share the Love' campaign from the Subaru faithful has shown us how truly dedicated they are to supporting the vital work of the ASPCA, and we hope they will continue their support by pledging to 'go orange' for us this April."

The sponsorship also provides colorfully-wrapped, co-branded Subaru vehicles, local support, and additional events, in six communities (Austin, Texas; Charleston, S.C.; New York, N.Y.; Philadelphia, Pa.; Spokane, Wash.; and Tampa, Fla.). These cities have been selected as part of ASPCA Mission: Orange™ -- a focused effort to improve animal welfare and education in these target communities by partnering with regional animal welfare and community organizations.

Beyond the six cities targeted for of ASPCA Mission: Orange, Subaru dealers in communities across the country will have the opportunity to partner with ASPCA-recommended local animal welfare organizations to host Subaru Adoption Days -- at an animal shelter, a Subaru dealership, or a local mall or park. The collective goal of the adoption days is to put the spotlight on animal shelters as the best places to adopt, while finding loving homes for adoptable pets.

For more information about the ASPCA's Prevention of Cruelty to Animals Month and its 'Go Orange for Animals' campaign, please visit [www.ASPCAApril.org](http://www.ASPCAApril.org).

**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 nearly 600 dealers across the United States. Subaru makes the best-selling All-Wheel Drive car sold in America based on R.L. Polk & Co. new vehicle retail registration statistics calendar year-end 2007. In addition, 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](http://www.subaru.com).

**About the ASPCA®**

Founded in 1866, the ASPCA® (The American Society for the Prevention of Cruelty to Animals) was the first humane organization established in the Americas, and today has more than one million supporters throughout North America. A 501 [c] [3] not-for-profit corporation, the ASPCA's mission is to provide effective means for the prevention of cruelty to animals throughout the United States. The ASPCA provides local and national leadership in animal-assisted therapy, animal behavior, animal poison control, anti-cruelty, humane education, legislative services, and shelter outreach. The New York City headquarters houses a full-service, accredited animal hospital, adoption center, and mobile clinic outreach program. The Humane Law Enforcement department enforces New York's animal cruelty laws and is featured on the reality television series "Animal Precinct" on Animal Planet. For more information, please visit [www.aspca.org](http://www.aspca.org).