



SCION x-CHANGE PROGRAM — A NATIONAL NETWORK OF LOCAL NON-PROFITS, ARTISTS AND COMMUNITY SUPPORTERS IN 30 U.S. CITIES

Scion's 2010 National x-CHANGE Program Offers A \$30,000 Match Donation For Arts Non-Profits

LOS ANGELES, Calif. — April 2010 — Launching May 4, 2010, the Scion x-CHANGE Program will visit 30 cities around the country with two-day public fundraising events built around a geometric installation by Damon Soule. The x-CHANGE program, now in its second year, is designed to harness the passion for preserving creative opportunities and elevate localized action into a national network of nonprofits, artists, retailers and activists.

The Scion x-CHANGE Program connects people to causes with the goal of raising financial support and awareness for arts-based nonprofit programs in their area. This support provides the necessary workspaces, materials, educational opportunities and support platforms to the artists who drive the cultural identity of a city.

In 2009, the Scion x-CHANGE Program raised over \$30,000 for 39 nonprofits.

This year's program takes localized action to the next level by focusing on fundraising and establishing ongoing support and awareness for the x-CHANGE Non-Profit Network. For 2010, Scion will be matching event donations dollar-for-dollar up to \$30,000.

“Scion is a brand that stands for independent thinking and originality,” said Steve Hatanaka, Scion auto shows and special events manager. “The Scion x-CHANGE Program recognizes that brand awareness can be more than purchasing ad space. It can be a catalyst for community support and artistic expression.”

2010 x-CHANGE Non-Profit Partners:

Art Share LA – Los Angeles, CA

Grounded In Music – Austin, TX

Preservation Link – Dallas, TX

Art Center/South Florida – Miami, FL

Rock For Hunger – Orlando, FL

Eyedrum – Atlanta, GA

Art Dimensions – St. Louis, MO

555 Gallery and Studio – Detroit, MI

Open Road NY – New York, NY

Vox Populi – Philadelphia, PA

Flashpoint – Washington D.C.

Root Division – San Francisco, CA

Fremont Abbey Art Center – Seattle, WA

Arts Incubator – Kansas City, MO

Red Dot Project – Cleveland, OH

TBA – Boston, MA

TBA – Phoenix, AZ

Literacy Advance Of Houston – Houston, TX

Fruit Of The Soul – San Diego, CA

PlatteForum – Denver, CO

Soap Factory – Minneapolis, MN

MadLab – Columbus, OH

P:ear – Portland, OR

TBA – Sacramento, CA

Collaboraction – Chicago, IL

Maryland Art Place – Baltimore, MD

TBA – Hartford, CT

Kaleid Gallery – San Jose, CA

Three Square – Las Vegas, NV

AS220 – Providence, RI

Visit <http://www.scion.com/xchange> for more information on the program, including event dates, featured local artists, community partners and online contribution opportunities.

About Scion:

Scion, from Toyota Motor Sales (TMS), U.S.A., Inc., was developed with a new generation of youthful buyers in mind. Scion's mission is to provide distinctive products, the opportunity to personalize, and an innovative, consumer-driven process at the retail level. The brand features three ground-breaking models with a wide array of standard features: the xD urban subcompact five-door, the iconic xB urban utility vehicle and the tC sports coupe. Scion launches the all-new, premium micro-subcompact iQ in early 2011. The Scion brand often applies new

practices in all aspects of its business and pushes the creativity envelope with non-traditional advertising and marketing to engage young consumers. Scion also supports originality through its programs in the artistic community. For more information, visit www.scion.com.

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<http://facebook.com/pages/Scion-x-CHANGE/370090547565>

<http://twitter.com/scionxchange>

<http://www.youtube.com/watch?v=fdDRXc2Ktus>