

April 1, 2008 - Toyota Awards 4-H \$1.48 Million

For Immediate Release:

Toyota Awards National 4-H Council \$1.48 Million to Engage 1.3 Million Youth Participating in 4-H Environmental Programming

CHEVY CHASE, Md.—In an effort to support over 1.3 million kids participating in environmental science programs nationwide, Toyota today presented National 4-H Council with a \$1.48 million grant for 4-H's strong science, engineering and technology programming.

Presented this morning during the 2008 National 4-H Conference, the grant will help 4-H introduce Exploring Your Environment, a new multi-tiered environmental curriculum specifically focusing on promoting the organization's water conservation programs. As part of its enhanced environmental focus, 4-H will develop and launch 4-H2Online – an interactive online learning experience that will connect youth to water conservation issues and environmental engagement. Additionally, the award will expand the 4-H2O water conservation program nationally through community grants in five states. The community programs, scheduled to launch in June 2008, will address local water quality, water conservation and watershed issues for a period of one year. Results of the testing will be used to develop a local action plan and shared with local elected officials, schools and industry partners to educate and inform the public.

"4-H takes great pride in our environmental education efforts," said Donald T. Floyd, Jr., president and CEO of National 4-H Council. "We are pleased to be partnering with Toyota on this great program. Thanks to their support, 4-H2O will reach youth nationwide through state-of-the-art interactive online learning and community engagement leading to strong science and technology skills and environmental awareness."

In addition to supporting the 4-H2O program, Toyota also opened the National 4-H Conference – 4-H's premier youth conference to engage youth in developing recommendations for the 4-H Youth Development Program – on Sunday, March 30th with the National 4-H Conference 5K Run and Toyota Nature Walk held at Fort Hunt Park in Alexandria, Va.

"We are excited to work with 4-H as they build their capacity in sustainable environmental programming and introduce water conservation programming to more youth nationwide," said Anna-Maria Schneider, vice president of Toyota Motor North America. "It is rewarding for our company to support an organization like 4-H that has such a tremendous impact on America's youth and its future."

Known as the "Secretary's Conference," the National 4-H Conference is the premier youth development event for the U.S. Department of Agriculture (USDA). This unique opportunity is a working conference in which youth and adults – at the invitation of the Secretary of Agriculture – assist in the development of recommendations to help guide 4-H Youth Development Programs nationally and in their communities. This year's conference centers on "Green Aid" and how the 4-H Youth Development Program can aid in enhancing socially significant and relevant programming to increase the environmental awareness of our clubs, our communities, our country, and our world.

Toyota (NYSE: TM) established operations in the United States in 1957 and currently operates 10 manufacturing plants, with another under construction in Mississippi. Toyota is committed to

being a good corporate citizen in the communities where it does business and believes in supporting programs with long-term sustainable results. Through its corporate initiatives, manufacturing operations and philanthropy, Toyota supports numerous organizations across the country, focusing on education, the environment and safety. In 2007, Toyota contributed more than \$56 million on philanthropy in the U.S. For more information on Toyota's commitment to improving communities nationwide, visit www.toyota.com/community.

4-H is a community of more than 6.5 million young people across America learning leadership, citizenship and life skills. National 4-H Council is the national, private sector, non-profit partner of the 4-H Youth Development Program and its parent, the Cooperative Extension System of the United States Department of Agriculture. Learn more about 4-H at www.4-H.org.

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Photo and caption available at: www.fourhcouncil.edu/newsroom.aspx.

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