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FOR IMMEDIATE RELEASE

SUBARU OF AMERICA IS FIRST COMPANY TO PARTNER WITH NBCUNIVERSAL'S "THE MORE YOU KNOW"
Automaker Partners With Public Service Campaign to Promote Community Involvement

CHERRY HILL, NJ – October 15, 2015 – The first of five branded spots debuted October 15 in the first-ever national collaboration between "The More You Know" and Subaru, and will air across NBCUniversal's vast portfolio of broadcast and cable networks and digital properties. As Subaru becomes the inaugural partner of "The More You Know," the automaker will bring its philanthropic efforts, Subaru Love Promise, together with NBCUniversal's long-established public service initiative to further encourage pro-social involvement and community betterment.

"We are proud and excited to be the first brand to ever nationally partner with 'The More You Know.' Subaru prioritizes working with like-minded partners that inspire action, guided by a shared vision and core values. Through this collaboration, we hope to share a positive message and encourage people to make a difference in their community," said Alan Bethke, Vice President, Marketing, Subaru of America.

The first public service announcement features Bravo star, Andy Cohen, who addresses the importance of giving back to the community, including pet adoption, alongside his adopted dog, Wacha. The spot's call to action unites "The More You Know's" focus on volunteerism with "Subaru Loves Pets," part of Subaru's Love Promise philanthropic platform to support communities nationwide. Subsequent PSAs and content released over the next year will

highlight four additional areas of shared importance – environment, education, community improvement and health.

“This partnership is a great complement to our The More You Know PSA campaign. We’re excited to collaborate with Subaru and their Love Promise initiative to develop additional content to educate and engage consumers around our shared community focuses,” said Beth Colleton, Senior Vice President, Corporate Social Responsibility, NBCUniversal.

In addition to “The More You Know” on-air vignettes made possible by Subaru, which will run across the NBCUniversal portfolio, messaging around the Subaru Love Promise also will extend to the company’s digital properties including social media platforms and a custom website, further amplifying the reach and impact of these important pro social themes and calls to action.

About “The More You Know”

“The More You Know,” established in 1989, addresses the nation’s most pressing social issues, including education, diversity, health and the environment, and uses the wide-reaching outlets of the NBCUniversal portfolio to amplify these messages. The long standing public service initiative has garnered nearly fifty national awards including the prestigious Emmy and Peabody Awards.

About Subaru Love Promise

The Subaru Love Promise is just that. A promise. It is a promise to do right by our community by partnering with nonprofit education, health, community, environment, and animal organizations - to set Subaru apart through our deeds and the deeds of our partners. To be unlike any other car company by doing what is right and good, just for the sake of doing it.

About Subaru of America, Inc.

Subaru of America, Inc. is a wholly owned subsidiary of Fuji Heavy Industries Ltd. of Japan. Headquartered at a zero-landfill office in Cherry Hill, N.J., the company markets and distributes Subaru vehicles, parts, and accessories through a network of more than 620 retailers 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 media.subaru.com.

About NBCUniversal

NBCUniversal is one of the world's leading media and entertainment companies in the development, production, and marketing of entertainment, news, and information to a global audience. NBCUniversal owns and operates a valuable portfolio of news and entertainment television networks, a premier motion picture company, significant television production operations, a leading television stations group, world-renowned theme parks, and a suite of leading Internet-based businesses. NBCUniversal is a subsidiary of Comcast Corporation. To learn more visit: www.nbcuniversal.com.

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