

FOR IMMEDIATE RELEASE

January 12, 2007

SUBARU AD BY IMAGES USA WINS AFRICAN-AMERICAN AUTOMOTIVE ADVERTISING AWARD AT 2007 URBAN WHEEL AWARDS



Detroit, MI – The Subaru print ad created by IMAGES USA Inc. has won the highly coveted African-American Automotive Advertisement Print Ad of the Year Award from On Wheels, Inc. during the 2007 Urban Wheel Awards, the only official event that celebrates diversity during the North American International Auto Show.

Atlanta based IMAGES USA won the award for its Subaru print ad which featured the Subaru sponsored National Brotherhood of Skiers (NBS) and their support for US athletes of color who participate in Olympic winter sports competitions.

“We would like to thank Subaru for the opportunity to represent such a strong brand in the marketplace,” said Robert “Bob” McNeil, president and CEO, IMAGES USA. “This is an outstanding, yet humbling honor for IMAGES USA to have been selected by our peers to receive this award.”

On Wheels, Inc. announced the winners this week during the star studded Urban Wheel Awards gala at the Max M. Fisher Music Center in Detroit.

The Urban Wheel Awards is produced and hosted by On Wheels, Inc., publishers of African Americans On Wheels, Asians On Wheels and Latinos On Wheels magazines. The publications are distributed in more than 80 newspapers throughout the United States and have a combined readership of 5 million.

Every year, awards are given in seven categories: African-American, Asian-American and Latino Executives of the Year, Urban Car and Truck of the Year, Diversity Automotive Advertisements of the Year, Minority Automotive Supplier of the Year and Automotive Company of the Year.

Proceeds from the event benefit the Edward Davis Education Foundation, a non-profit 501c3 charitable organization that provides scholarships to support ethnic minorities pursuing careers in automotive and automotive-related industries.

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 2005. For additional information visit www.subaru.com.

About IMAGES USA

IMAGES USA is a leading full-service multicultural marketing communications agency headquartered in Atlanta, Georgia. Founded in 1989, IMAGES offers marketing expertise to clients wanting to reach, motivate and influence African-American, Hispanic and Asian consumers. The agency's client roster includes NASCAR, America Online (AOL), Amtrak, Cardinal Health, FedEx, Proctor and Gamble and Wachovia. Additional information on IMAGES USA, including award-winning work and recognitions, can be found at www.imagesusa.net.

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