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STAR OF TEXAS FAIR & RODEO RECEIVES TOP NON-PROFIT HONORS

Austin, Texas, September 6, 2007 – The Star of Texas Fair and Rodeo was awarded the Freescale Not-For-Profit Award at the 7th Annual Greater Austin Business Awards, held August 29th at the Hilton Hotel. More than 200 businesses were nominated and 21 were selected as winners for their achievements in the areas of Community Relations, Customer Service, Innovation, Environment, Education and Not-For-Profit.

The Star of Texas Fair and Rodeo was recognized for its exceptional accomplishments as a non-profit organization partnering with for-profit businesses, in this case Toyota, to positively impact the youth of Texas. Freescale Semiconductor joined with the Austin Chamber of Commerce to select the winner and present a \$5,000 check to the winner of this prestigious award. The Star of Texas Fair and Rodeo is honored to be recognized for its work in the community by the Chamber and is proud to have been selected by Freescale to receive such an impressive award.

The Star of Texas Fair and Rodeo serves the youth of Texas by providing educational opportunities and scholarships to deserving students. In 2007, the Star of Texas Fair and Rodeo awarded more than \$1.4 million to young men and women. “We are honored to receive the

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prestigious Freescale Not-For-Profit Award and believe it will aid in the advancement of our mission, *Promoting Youth Education – Preserving Western Heritage,*” stated Bucky Lamb, General Manager.

The Star of Texas Fair and Rodeo, a 501(c) 3 non-profit organization, contributes over \$1.4 million annually to the youth of Texas with the help of over 3,000 volunteers, donors and sponsors. In its 71st year, the Star of Texas continues to serve the mission “Promoting Youth Education – Preserving Western Heritage,” while growing statewide to support all students across Texas. As one of Austin’s premier events, the Star of Texas brings superior entertainment to the community while boasting an economic impact that exceeds \$44 million annually. The Star of Texas is proud to host the nation’s 8th largest Junior Livestock Show and the world’s 6th largest indoor, regular season ProRodeo known as Rodeo Austin.