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TOYOTA OFFICIAL TRUCK OF 2007 STAR OF TEXAS FAIR & RODEO

AUSTIN, Texas, September 29, 2006 — The Star of Texas Fair and Rodeo, is proud to welcome Toyota Tundra as the “Official Truck of the Star of Texas Fair and Rodeo.” Toyota Tundra will play an integral role at the Rodeo Austin Gala, February 10, 2007 as well as the Fair and Rodeo, March 9-24, 2007.

Toyota is excited to be a part of the Star of Texas Fair and Rodeo’s 70th Anniversary. “The Star of Texas Fair and Rodeo is the perfect choice for Toyota to introduce our new line of trucks made in Texas by Texans,” said Senior VP Marketing, JC Fassino. “This new Tundra represents the first time the complete overall responsibility for a new Toyota product has taken place outside of Japan,” continued Fassino. “We are proud to celebrate the launch of this Texas truck at one of the premiere rodeo events in the world.”

Toyota Tundra will be integrated into many of the Star of Texas Fair and Rodeo’s upcoming events. As the primary sponsor of the Rodeo Austin Gala, Toyota will proudly

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Toyota Official Truck of 2007 Star of Texas Fair & Rodeo (page 2)

display their award-winning vehicles at this memorable black tie event which raises \$700,000 annually. During the 2007 Star of Texas Fair and Rodeo, visitors will learn about the newly released 2007 Toyota Tundra at the Toyota Interactive Exhibit located on the fairgrounds. The Tundra will display its rugged capabilities in the arena while performing duties such as hauling barrel racing barrels, towing trailers full of mutton bustin' sheep and helping with equipment for many other events. The Austin Area Toyota Dealers are thrilled to be involved as partners in the event and have planned other exciting promotional activities for the fairgrounds.

Rodeo Austin is proud to have the award winning Toyota Tundra as this year's official truck. "The Toyota Tundra is the toughest truck on the road as well as in the arena, while Rodeo Austin is the fastest growing livestock show and rodeo in North America. Thus, it was only natural for these two great brands to team up and host one of the nation's premier extreme sporting events," said Rodeo Austin's General Manager Bucky Lamb. The Rodeo Austin sponsorship will allow Toyota to showcase many new features of the redesigned Tundra. The new trucks will go on sale to the public in February. They will come in 3 distinct body styles: regular cab, double cab and a larger version which will go on sale next spring. They will have a towing capacity of more than 10 thousand pounds and will have a choice of three engines. The new Tundra will be the ultimate choice of "true truckers" and "true Texans."

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Toyota Official Truck of 2007 Star of Texas Fair & Rodeo (page 3)

The Star of Texas Fair and Rodeo is a 501(c) 3 non-profit organization whose mission is *“Promoting Youth Education – Preserving Western Heritage.”* The Fair and Rodeo is a 15 day event in March featuring PRCA Rodeos, live concerts, youth livestock shows, carnival rides, local vendors, and many other exciting events. More than 2,200 volunteers, donors and sponsors contribute to the Star of Texas mission of serving the youth of Texas. Over the last 20 years, the Star of Texas Fair and Rodeo has awarded more than \$20 million to Texas students. For more information about the Star of Texas Fair and Rodeo, log on to www.RodeoAustin.com or call the Star of Texas office at 512.919.3000.

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