

Toyota and Lexus Celebrate Entertainment Industry's Environmental Efforts at the 20th Annual Environmental Media Awards

October 14, 2010

TORRANCE, Calif., October 14, 2010 ? For the 10th year, Toyota and Lexus are proud presenting sponsors of the Environmental Media Awards. This event honors film and television productions that communicate environmental messages in the most creative and influential ways. This year?s nominees include feature films such as *Avatar* and *Fantastic Mr. Fox* and TV programs such as *Castle*, *30 Rock*, *Handy Manny*, *The Biggest Loser* and *The Simpsons*. Media mogul Ted Turner and Jeff Skoll, founder, chairman and owner of Participant Media, are this year?s honorees.

?At Toyota, we appreciate the Environmental Media Association?s ability to influence millions through television, film, music and the entertainment community and inspire so many to take action,? said Dian Ogilvie, senior vice president and secretary of Toyota Motor North America. ?We are proud to sponsor the 20th Annual Environmental Media Awards and applaud the honored industry leaders who have taken extra strides to educate, influence and inspire environmentally responsible behavior on the screen and in their operations.?

The Toyota and Lexus line-up of hybrid vehicles will be featured at the October 16 ceremony at Warner Bros. Studios in Burbank, Calif.

Attendees will get a sneak peek at the all-new Lexus CT 200h, the world?s first premium luxury compact hybrid, which goes on sale in early 2011. In commemoration of the 10th anniversary of Toyota Prius sales in North America, the third-generation Prius will be present. In addition, the Prius Plug-in Hybrid demonstration program vehicle will be on display, which some of the event participants will be driving prior to the ceremony.

Toyota Motor Sales, USA, Inc. is a member of the Environmental Media Association?s Corporate Board.

For more information on Toyota and Lexus environmental initiatives, please visit www.toyota.com/about/environment.

To view live tweets from the Environmental Media Awards starting around 6 PM PT on Oct. 16, follow www.twitter.com/toyota and www.twitter.com/lexus, and look for video highlights from the evening?s festivities at www.facebook.com/toyota, www.facebook.com/lexus and www.youtube.com/toyotausa in the days following the event.

###

CONTACTS:

Toyota Environmental, Safety and Quality Communications

Jana Hartline (310) 468-7977

Amy K Taylor (310) 468-6237

John Hanson (310) 468-4718

Media website:

<http://www.toyotanewsroom.com>

Public websites:

<http://www.toyota.com>

<http://www.lexus.com>