

TOYOTA SPONSORS "ROCKIN' THE CORPS" THANK YOU CONCERT FOR TROOPS AND THEIR FAMILIES

CAMP PENDLETON, CA (April 4, 2005) - Toyota Motor Sales, U.S.A., Inc., joined the nonprofit organization Support the Corps and a plethora of celebrity musicians and actors at "Rockin' the Corps," an American Thank You concert to the men and women of the United States Marine Corps and their families.

"Toyota is proud to support our troops," said Don Esmond, senior vice president of automotive operations and a decorated Marine veteran. "We honor the commitment and loyalty of our Marines and their families who protect and defend our freedom."

Toyota was the title sponsor of the concert, performed April 1 on the beach of Camp Pendleton north of San Diego, featuring musical acts Destiny's Child, Kiss, Ja Rule, Godsmack, Richie Sambora, Hootie and the Blowfish, and Ted Nugent. Hosted by Cedric The Entertainer, a number of actors and comedians also came out to support the military members and their families, including Sharon Stone, Heather Locklear, Marisa Tomei, Cindy Crawford, Chris Tucker and Jay Mohr.

"Rockin' the Corps" was a free event open only to active duty military personnel and their families. The concert was filmed and shown via the Armed Forces Radio and Television Network to 880,000 American servicemen and servicewomen, Department of Defense civilians and their families at bases all over the world.

Camp Pendleton symbolizes the sacrifices of the U.S. armed forces. To date, nearly 25,000 U.S. Marines and Sailors from Camp Pendleton have been deployed to Iraq and Afghanistan. The seaside military base has suffered the highest casualty rate of any military installation in the United States.

Sponsorship funds from Toyota and other supporting sponsors, above the cost of the event, are earmarked for the Marine Corps Community Services, Marine Corps Law Enforcement Foundation, Marine Corps Scholarship Fund, Spirit of America Marines Fund and U.S. Marine Corps Heritage Foundation.

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