

**TOYOTA YARIS AND URBAN OUTFITTERS ANNOUNCE THE  
SECOND YEAR OF FREE YR RADIO TO FURTHER SUPPORT AND  
CELEBRATE INDEPENDENT RADIO**

***Simian Mobile Disco, Yeasayer and Times New Viking to kick off  
Free Yr Radio with performances at March 12 launch party at SXSW***

**Austin, TX**, February 27, 2008 – Building upon the success of its inaugural year, the Free Yr Radio campaign, created by Yaris and Urban Outfitters, is returning in March to continue generating awareness and funds for independent radio stations and to elevate the cause of independent radio nationally. During the 2007 Free Yr Radio campaign, partner stations co-hosted free in-store concerts by bands including Sonic Youth, Klaxons and Man Man and awarded Yaris vehicles to listeners during fundraising and awareness drives. Stations will also receive funds from a benefit compilation, currently available for purchase at Urban Outfitters.

The 2008 Free Yr Radio campaign will kick off at South by Southwest (SXSW) in Austin, TX, from March 12 - 16. Free Yr Radio activities at SXSW 2008 include:

- A launch party on March 12 at La Zona Rosa, co-hosted by Austin's independent radio station KVRX. Indie dance duo Simian Mobile Disco will headline the party, following opening sets by the bands Times New Viking and Yeasayer. Before the live music begins, DJ Dave Pianka will spin records for party VIPs.
- Each day from March 13 - 15, between 11 a.m. and 6 p.m., Minnesota's popular independent radio station, The Current, will broadcast live from SXSW at the Free Yr Radio Broadcast Corner, located at Red River Street and 7th Street. Billy Bragg, Darondo, Carbon/Silicon, DeVotchKa, Dizzee Rascal, She & Him and the Raveonettes are among the long list of artists scheduled to perform.
- During the day, complimentary Free Yr Radio Yaris shuttles will be available at Hotel San Jose (1316 S. Congress Ave.) to transport festival-goers to and from the Free Yr Radio Broadcast Corner, in the center of all the SXSW festivities. In the evenings, Yaris shuttles will also be on hand to pick up people from parties and concerts around town.

Each aspect of the Free Yr Radio campaign is designed to give the stations tools to build awareness and raise additional funds from their listener communities. Partner stations co-host in-store concerts as a means to increase exposure, introduce themselves to new listeners and ask for support. This year's Free Yr Radio concert series will run from April through October. More details about the concerts—including some of the participating bands and cities—will be

announced at the end of March. Another campaign initiative—the vehicle sweepstakes—enables stations to award a brand new Yaris to a listener during their fundraising or awareness-boosting activities. A final component of the Free Yr Radio campaign is the benefit compilation. Slated for release in late summer, this year’s compilation will feature tracks donated by participating bands and other artists interested in the mission to support independent radio.

“We’re proud to partner with Urban Outfitters to champion independent radio through this unique campaign,” said Keith Dahl, National Marketing Manager for Toyota. “We hope that by providing music fans with unforgettable experiences at the free concerts, in combination with other aspects of the campaign like the Yaris sweepstakes, we’re helping generate even more buzz and listener support during the radio stations’ fundraising efforts.”

This is the second year Yaris and Urban Outfitters are working together to support a common cause.

“We’re thrilled to join forces again with Yaris to create even more excitement surrounding the great tradition of independent radio,” said Kevin Lyons, Creative Director at Urban Outfitters. “Providing a forum for the unsung and the unusual, independent radio has long introduced our customer to incredible music that might otherwise go unheard. Through the Free Yr Radio campaign, Yaris and Urban Outfitters turn the spotlight on independent stations, helping them increase exposure, gain new listeners, and actively solicit support in a non-traditional, creative environment.”

This year, SXSW attendees can visit [www.FreeYrRadio.com](http://www.FreeYrRadio.com) to create a personalized festival itinerary, reserve a complimentary Yaris shuttle for an airport pick-up, and view the Free Yr Radio Broadcast Corner’s three-day lineup. The Free Yr Radio site will be updated throughout the coming months with further information on this year’s partner independent radio stations and concert series.

#### **ABOUT FREE YR RADIO:**

*Now in its second year, the Free Yr Radio campaign helps generate awareness and funds for independent radio through a series of promotional activities including free station-sponsored in-store concerts by top indie artists, vehicle sweepstakes to augment station fund-raising drives and a benefit compilation. Yaris and Urban Outfitters joined forces to create Free Yr Radio in 2007 to start a conversation with their customers about the importance of independent radio and to encourage people to talk about, listen to and support their favorite stations. To learn more about the program, you can visit [www.FreeYrRadio.com](http://www.FreeYrRadio.com).*

#### **ABOUT TOYOTA MOTOR SALES, USA, INC.:**

*Toyota established operations in the United States in 1957 and currently operates 10 manufacturing plants, including one under construction. There are*

*more than 1,400 Toyota, Lexus and Scion dealerships in the U.S. which sell more than two million vehicles a year. Toyota directly employs more than 32,000 people in the U.S. and its investment here is currently valued at more than \$13 billion, including sales and manufacturing operations, research and development, financial services and design.*

**ABOUT URBAN OUTFITTERS:**

*Urban Outfitters, NASDAQ: URBN owns and operates three retail clothing brands: Urban Outfitters, Anthropologie and Free People. The first store opened in 1970 in Philadelphia, focusing on an eclectic mix of fashion and household products. Today, the Urban Outfitters line has expanded from vintage, bohemian, retro, ironically humorous, kitschy, and oddly designed apparel and furniture to include many luxury brands such as Lacoste, Cheap Monday, Charlotte Ronson and Frye. Currently headquartered in the Philadelphia Navy Yard, Urban operates more than 140 shops in the United States, Canada, Ireland, and the United Kingdom.*

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