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FOR IMMEDIATE RELEASE

Medina Mitsubishi to Distribute Free Booster Seats at Kids Safety First Event

Medina, Ohio – July 6, 2007. Medina Mitsubishi announced today it will be among the first dealerships in the U.S. to participate in Mitsubishi Motors North America's (MMNA) nationwide booster seat awareness initiative with Kids Safety First, a national, non-profit organization dedicated to promoting automotive child safety. As part of a nationwide program, Medina Mitsubishi will host a community event on **Saturday and Sunday, July 21 and 22, from 11:00 a.m. to 2:00 p.m.** The weekend's festivities will include:

- Safety demonstrations provided by Rainbow Babies' and Children's Hospital Injury Prevention Team and the Medina County Health Department
- Medina County's Fire Safety Trailer where kids can learn about fire safety
- Fingerprinting and DNA kits from the Medina Township Police
- Public tours of the community's new American Red Cross Emergency Response Vehicle
- "Make & Take" crafts provided by Pat Catan's Medina
- Kids' play area provided by Playground World
- Coloring contests, stickers, t-shirts and refreshments
- Live broadcasts by Radio Station WDOK 102.1 FM on Saturday and WFHM 95.5 The FISH on Sunday
- Live news coverage by Channel 19 Action News on Saturday

Eric Sonnie, Sr., President of Medina Mitsubishi says that the dealership will have 800 booster seats – designed for children age 4-8 or weighing between 40 and 80 pounds – to be distributed throughout the weekend. "We are delighted to have this opportunity to give back to the greater



Medina community,” said Sonnie. “The safety of kids in this age range is sometimes overlooked, and we’re proud to partner with Kids Safety First to help educate parents and to provide booster seats to those who need them.”

Families throughout Medina County are invited to join in the fun throughout the weekend. Those who have children in the 4-8 age range will be provided with a free booster seat (while supplies last) and instruction on how to properly install and use the seat.

MMNA and Kids Safety First are focusing their efforts this summer on the importance of booster seat usage among children between the ages of 4 and 8. Children within this age range are generally not big enough to fit properly into a vehicle’s lap and shoulder belts, which are designed with adults in mind. The National Highway Traffic Safety Administration (NHTSA) recommends that children who weigh between 40 and 80 pounds use a booster seat for safety purposes.

“Mitsubishi Motors has no higher priority than the safety of our vehicles, our customers and their families,” added Sonnie. “We hope that our combined efforts with MMNA and Kids Safety First will help educate parents and save more lives.”

Kids Safety First was founded by Mitsubishi employees Jorgen Wetterings and PK Shrivastava in 2004. Backed by NHTSA, Kids Safety First is dedicated to producing effective and easy-to-understand child safety seat guidelines.

Medina Mitsubishi has been in business since 2002 and is owned and operated by Eric Sonnie, Sr., his wife Andrea Sonnie, and son Eric Sonnie, Jr. Medina Mitsubishi’s business philosophy is to provide a pleasurable buying experience for all customers through exceptional customer service, exceptional employee relations, superb product presentations, and a clean and impressive facility.

Mitsubishi Motors North America, Inc. (MMNA) is responsible for all manufacturing, finance, sales, marketing and research and development operations of the Mitsubishi Motors corporation in the United States. Mitsubishi Motors sells coupes, convertibles, sedans, a mid-size pickup truck and sport utility vehicles through a network of approximately 500 dealers.

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