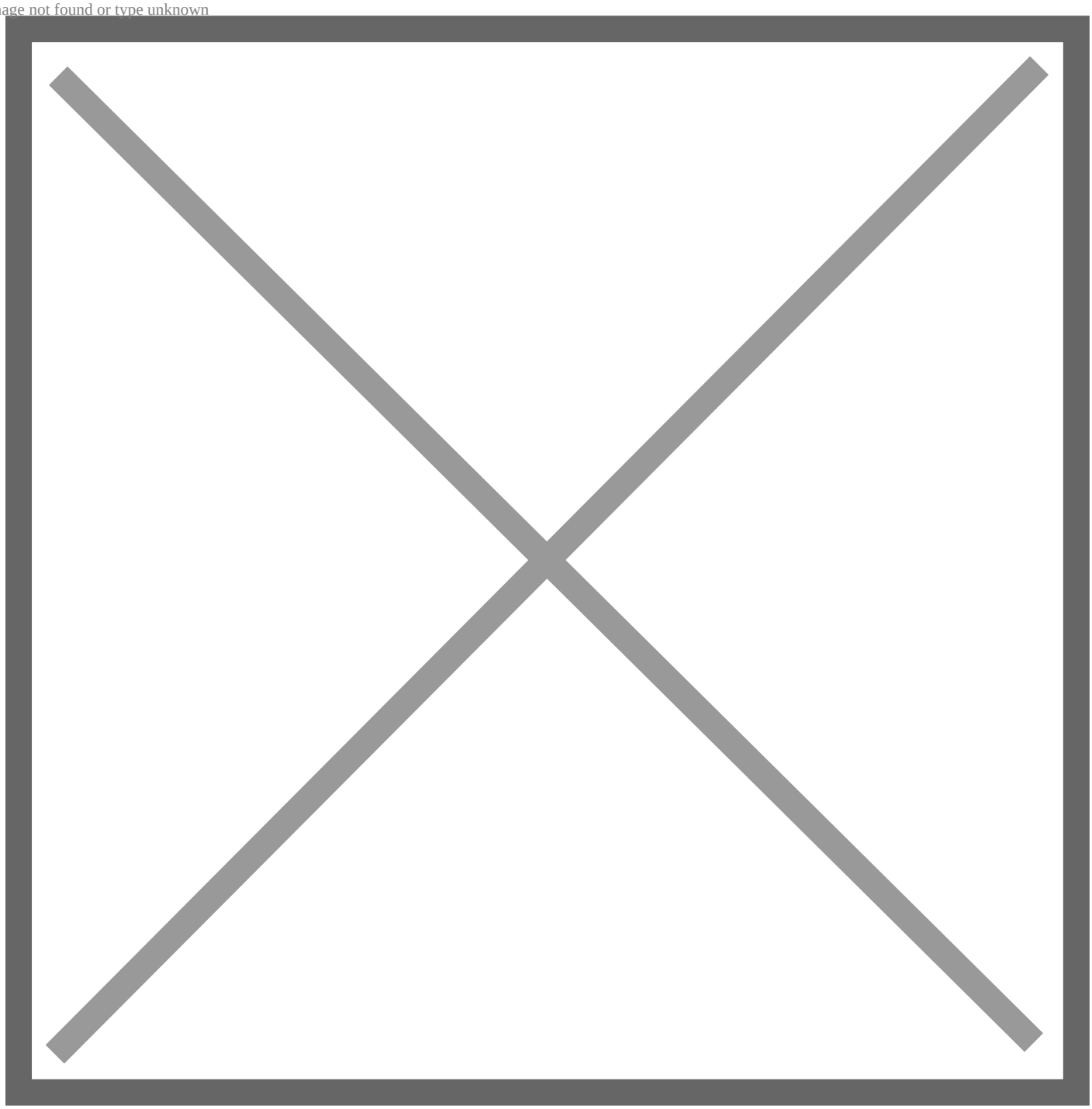
Give Back with Lexus Check In for Charity Campaign

December 23, 2013

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TORRANCE, Calif. (Dec. 23, 2013) — As an extension of its “December to Remember” Sales Event, Lexus is once again offering a “Check In for Charity” social component that helps its fans give back to a good cause. Now through Jan. 2, 2014, Facebook and Foursquare users can connect to the custom app by visiting LexusCheckInforCharity.com.

Once activated, consumer check-ins to everyday locations like restaurants, retail stores, concert venues or even the office will generate donations, up to $150,000, from Lexus to Boys & Girls Clubs of America. Today through Jan. 2, each check-in will be worth $50. Additionally, a check-in at any Lexus dealership or Boys & Girls Clubs of America facility will double a user’s donation tally for the entire day. Even if the user never returns to the Web app, check-ins will continue to count toward a donation.

“While the holiday season is full of opportunities to socialize with friends and family, it’s also an especially good time to help those in need,” said Brian Smith, Lexus vice president of marketing. “With Check In for Charity, we want to provide an easy way for our online community to give back. We’re happy to partner with Boys & Girls Clubs of America on this charitable program for the second year and encourage everyone to ‘check in’ for good this month.”

To make the Web application even more interactive, a leaderboard displays the most active donors by check-in with views sortable by user, location and check-in category. A dynamic map offers users an opportunity to review their own check-ins and donation tally, as well as compare their results with Facebook friends and the rest of the country.

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