

FOR IMMEDIATE RELEASE

“M.P.G., McGeorge Prius Giveaway”

McGeorge Toyota Gives One Lucky Listener a New Prius

RICHMOND, VA – August 28, 2008: McGeorge Toyota, in partnership with Cox Radio (K95, 96.5 KLR, Y101, and Mix 103-7) and NBC 12 gave one lucky Richmond local a Toyota Prius in the “M.P.G., McGeorge Prius Giveaway!”

7,109 contestants from around Richmond entered to win the Prius through Cox Radio Richmond and NBC 12, as well as at the McGeorge Toyota dealership. K95, 96.5 KLR, Y101, Mix 103-7, and NBC 12 each randomly drew 20 entries. These contestants and a guest were invited to attend a party at McGeorge Toyota on August 28, 2008 in the showroom of the dealership.

“The level of interest in this promotion was huge...it proves the strength of the McGeorge and Toyota brands as well as the power of local media,” said Cox Radio Richmond VP/Market Manager Bob Willoughby.

At 6pm, a reverse drawing determined one finalist per station. Each finalist picked a CD to play in the stereo system of the Prius. Dan Thompson from Richmond, VA, the final contestant to play his CD, played the winning jingle. Thompson registered with K95 at the McGeorge dealership.

“Thanks in large part to our media partners, each of us at McGeorge is thrilled by the overwhelming response and demand for a free Prius,” said Nick Scola, Marketing Manager for McGeorge Car Co. “During Thursday’s McGeorge Prius Give-A-Way event, the enthusiasm shared by our employees was only matched by the 100 finalists. As a result of this very impactful promotion we feel poised to transfer this positive momentum gained to new and certified pre-owned Toyota sales through the fourth quarter.”

With an EPA average of 60 MPG, the 2007 Prius is the most fuel-efficient car in America. Each Prius utilizes an Advanced Technology Partial Zero Emission Vehicle (AT-PZEZ) rating resulting in nearly 70% fewer smog-forming emissions than the average new vehicle.

About Cox Radio, Inc.

Cox Radio is one of the largest radio companies in the United States based on revenues. Cox Radio owns, operates, provides sales or marketing services for 80 stations (67 FM and 13 AM) clustered in 18 markets, including major markets such as Atlanta, Houston, Miami, Orlando, San Antonio and Tampa. Cox Radio shares are traded on the New York Stock Exchange under the symbol: CXR.

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