

From Scion: Scion and iBiquity Partner to Offer Digital HD Radio™ Technology in Select Audio Systems

April 15, 2008 - Torrance, CA - Scion announced today that it will offer iBiquity Digital's HD Radio technology in select audio systems in the near future.

"Since Scion customers are in tune with audio technology, it makes sense that we enhance our already outstanding audio offerings for them," said Jason Adang, Accessory Audio and Electronics Planning Manager, Toyota Motor Sales, U.S.A., Inc. "Digital HD Radio technology is ideal for our youthful, tech-savvy customers who will enjoy the wide range of content available on HD Radio channels."

"We're excited to provide Scion with this emerging technology for its audio system," said Jeff McGannon, Vice President, iBiquity Digital Automotive Business Development. "HD Radio technology will provide customers with extensive listening choices and clear sound quality."

Today, there are more than 1,600 digital HD Radio stations in the U.S., more than 750 of which are offering innovative multicast (HD2/HD3) channels. Across the country, hundreds of new radio channels are now available. Examples of this innovative new content include the iChannel and Riff2, which feature independent and local bands, the Pride channel, gospel, hip hop and outlaw country, among others. Digitally enabled HD Radio multicasting gives listeners new options in radio listening not available on standard radios.

Available to over 83 percent of Americans, HD Radio technology dramatically increases the sound quality of AM/FM stations. HD Radio stations offer crystal-clear digital audio and scrolling text information across the radio screen. Additionally, FM stations can offer multiple channels in their single, current frequency. For a full list of HD Radio stations, visit <http://www.hdradio.com>.

About Scion

Scion, from Toyota Motor Sales (TMS), U.S.A., Inc., was developed with a new generation of youthful buyers in mind. Scion's mission is to provide distinctive products, the opportunity to personalize, and an innovative, consumer-driven process at the retail level. The Scion brand features three ground-breaking models. The xD is an urban subcompact five-door, featuring a muscular stance and accentuated wheel flares. The xB, an urban utility vehicle, combines remarkable interior space with iconic styling. And the tC sports coupe surprises the buyer with the convenience of a hatchback and the luxury of a standard all-glass panorama moonroof, complementing the usual wide array of features on all Scions. For more information, visit www.scion.com.

HD Radio™ and the HD Radio logo are proprietary trademarks of iBiquity Digital Corporation. All other trademarks are the property of their respective owners. The 'HD' in 'HD Radio' is not an acronym for either high-definition or hybrid digital.