

FOR IMMEDIATE RELEASE

TOYOTA HYBRID FARM TO TABLE TOUR

14 City National Tour Concludes with an Event at the California Certified Farmers Markets Brentwood Location on Sunday, October 25

SEATTLE – October 13, 2009 – The Toyota Hybrid Farm to Table Tour concludes with a single-day event in Los Angeles at the Brentwood California Certified Farmers Market on Sunday, October 25, beginning at 9:00 a.m. and ending at 2:30 p.m. Toyota created the Farm to Table Tour to highlight farmers markets around the country and the benefits they offer their communities, and to celebrate the food produced by each market's farmers and vendors.

During the Brentwood event, in booths throughout the market located one block west of Bundy at 741 S. Gretna Green Way, 9-12 local beloved chefs and farmers will be paired together for a day that highlights the Brentwood Farmers Market's offerings. The chefs will prepare special tastings showcasing their partner farm's fresh ingredients and visitors will have the opportunity to sample the chefs' creations while also learning more about the market vendors, their products, and how to buy and eat seasonally. The chefs will be serving up samples from 9:30 a.m. – 1:30 p.m. In addition, to further support the market, Toyota is making a financial donation to Jennifer McColm, LLC, the organization that helps bring the Brentwood Farmers Market to life each week.

In addition to free tastings, visitors will have the opportunity to select potted culinary herb plant starts at the Mobile Garden Highlander Hybrid, and can also enter for a chance to win a unique culinary prize package. Toyota will also provide interested market goers with the opportunity to take a ride in the 3rd Generation Prius or a 2009 Highlander Hybrid and take home a John Boos cutting board as a thank you gift.

Toyota is dedicated to using eco-friendly materials throughout the tour and will be purchasing carbon credits through TerraPass to offset the impact of the tour's carbon footprint. To learn more about the 2009 Toyota Hybrid Farm to Table Tour, visit www.farmtotabletour.com.

“I am so excited to be joining forces with Toyota in the Farm to Table Tour,” said Jennifer McColm, founder of California Certified Farmers Markets and Jennifer McColm Certified. “I feel that this is a great opportunity to further educate our community about conscious living and bring together great like-minded representatives from Toyota and Jennifer McColm Certified to benefit the community. Jennifer McColm certifies products that meet our rigorous criteria and are proud to announce that the Toyota Highlander and Prius meet those standards.”

For more information on the Toyota Hybrid Farm to Table Tour or to schedule an interview with participating chefs and/or farmers, please contact Kirsten Graham at (206) 890-3435 or kirsten@kirstengrahampr.com.

ABOUT CALIFORNIA CERTIFIED FARMERS MARKETS

California Certified Farmers' Markets provides quality crops, straight from the farms to the local community and supports safe and responsible agriculture. Our mission is to ensure an environment where genuine California Farmers can sell their fresh picked fruits and vegetables directly to the community, thus re-establishing the important relationship between farmers and consumers. To learn more, visit www.ccfm.com.

ABOUT TOYOTA MOTOR SALES, U.S.A., INC.

Toyota (NYSE:TM) established operations in North America in 1957 and currently operates 14 manufacturing plants. There are more than 1,800 Toyota, Lexus, and Scion dealerships in North America that sold more than 2.4 million vehicles in 2008. Toyota directly employs over 43,000 in North America and its investment here is currently valued at more than \$21 billion, including sales and manufacturing operations, research and development, financial services and design. Toyota's annual purchasing of parts, materials, goods and services from North American suppliers totals more than \$30 billion.

For more information about Toyota, visit www.toyota.com or www.toyotaneewsroom.com.

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