

For Immediate Release

Contacts: Danica Laub, Mazda North America Operations, 949.727.6220
Eric Booth, Mazda Information Bureau, 949.223.2330

**MAZDA TO REWARD A FAMILY WITH NEW MX-5 MIATA AT THIS
YEAR'S JUVENILE DIABETES RESEARCH FOUNDATION WALK**

- Jim O'Sullivan Named Corporate Chair for the 14th Annual JDRF OC Walk -

IRVINE, Calif. – Mazda North American Operations (MNAO) announced that it will donate the use of a brand new 2008 MX-5 Miata for two years to the Juvenile Diabetes Research Foundation's (JDRF) Orange County chapter. The MX-5 Miata will be ultimately be awarded to the Family Walk Team that raises the most money for this year's "Walk to Cure Diabetes" taking place at the University of California, Irvine on October 28, 2007.

As the presenting sponsor for this year's Walk, MNAO has been a key supporter of JDRF Orange County for the past six years. To date, MNAO has raised more than \$500,000 to help JDRF find a cure for diabetes and its complication through the support of research.

Jim O'Sullivan, MNAO's president and CEO, will serve as the corporate chair for this year's Walk to Cure Diabetes. O'Sullivan has participated in the Walk since 2003.

"After many years of participation in the Walk with my fellow Mazda employees and their families, I am honored and excited to be this year's corporate Chair," O'Sullivan said. "We hope to help JDRF raise even more money by donating a Mazda MX-5 Miata to the group that raises the most money for this year's Walk. Diabetes inflicts tremendous emotional and tangible costs on our society, and we are proud to support JDRF in its mission to find a cure."

"Mazda's ongoing participation through their companies' walk teams and sponsorships is corporate citizenship at its best," said Kelly O'Brien, 2007 JDRF Walk to Cure Diabetes chairperson. "We are immensely appreciative of Jim's personal involvement, and his leadership and dedication to our walk. Diabetes and its complications affects all of us, and Mazda's employees really are committed to finding a cure for diabetes."

- more -

The Mazda MX-5 Miata is the best selling two-seat roadster of all time. Starting at \$21,585, the 2008 model is powered by a highly responsive 2.0-liter four-cylinder engine that pumps out 166-horsepower and 140 lb-ft of torque. Other standard equipment includes Anti-lock brakes with Electronic Brake Distribution, dual front and side impact air bags, tire pressure monitoring system, AM/FM/CD audio system and much more.

Headquartered in Irvine, Calif., Mazda North American Operations oversees the sales, marketing, parts and customer service support of Mazda vehicles in the United States, Canada and Mexico through nearly 900 dealers. Operations in Canada are managed by Mazda Canada, Inc., located in Ontario, Canada, and in Mexico by Mazda Motor de Mexico in Mexico City.

JDRF, the leading charitable funder and advocate of juvenile (type 1) diabetes research worldwide, was founded in 1970 by the parents of children with juvenile diabetes – a disease which strikes children suddenly, makes them insulin-dependent for life, and carries the constant threat of devastating complications. Since inception, JDRF has provided more than \$1 billion in direct funding to diabetes research. More than 80 percent of JDRF's expenditures directly support research and research-related education. JDRF's mission is constant: to find a cure for diabetes and its complications through the support of research. For more information, visit the JDRF Web site at www.jdrf.org or call the Orange County chapter at (949) 553-0363.

#

EDITOR'S NOTE: For more information on Mazda vehicles, visit the online Mazda media center at www.mazdausamedia.com.