



NEWS

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IMMEDIATE RELEASE

FORD TRUCKS AND SUPERSTAR TOBY KEITH TO KICK OFF 82nd NATIONAL FFA CONVENTION

- Toby Keith concert to kick off 2009 National FFA Convention on behalf of Ford Trucks
- More than \$5.5 million has been donated by Ford to approximately 5,500 FFA members over the past 13 years
- Ford has been involved with the National FFA Convention for 61 years

DEARBORN, Mich., Aug. 26, 2009 – As part of Ford Motor Company’s continued support of the National FFA Organization, Ford Trucks is proud to announce that, superstar Toby Keith will kick off the 82nd National FFA Convention exclusively with a concert for 55,000 FFA members in Indianapolis on Wednesday, October 21. The 2009 Convention will represent 61 years of Ford Motor Company's sponsorship of FFA.

“I am really happy to be playing at the convention. I have been an FFA member and proud of it. We are going to have a big party at the stadium in Indianapolis,” said Toby Keith.

More than 55,000 FFA members from all over the country are expected to arrive in Indianapolis, Ind., for the 2009 National FFA Convention, themed ***Lead Out Loud***.

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“Toby Keith is an outright superstar, and certainly the highest profile artist ever to perform at the national FFA convention,” said FFA Convention Director Dale Crabtree. “The official announcement of this concert will generate tons of excitement and anticipation for our members. And we would like to thank Ford Trucks for making it happen.”

Ford has supported the National FFA Foundation since the first F-Series truck was introduced in 1948. The company has sponsored the Built Ford Tough collegiate scholarship program since 1997. Last year, Ford celebrated its 60th year of involvement with the FFA and awarded 460 Built Ford Tough scholarships. Each scholarship recipient received \$1,000 to continue their agriculture education at an accredited two-year or four-year college, university or vocational school. Over the past 13 years, Ford Motor Company and Ford dealers have donated more than \$5.5 million to more than 5,500 FFA members.

“Ford recognizes that education in agriculture is as important now as it has ever been and we are proud to continue our partnership with the FFA again in 2009,” said Kevin Schebil, Ford Motor Company. “The addition of Toby Keith on behalf of Ford Trucks at this year’s national FFA convention is the icing on the cake.”

For more information on the 2009 National FFA Convention, visit www.ffa.org.

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About Ford Motor Company

Ford Motor Company, a global automotive industry leader based in Dearborn, Mich., manufactures or distributes automobiles across six continents. With about 213,000 employees and about 90 plants worldwide, the company’s wholly owned brands include Ford, Lincoln, Mercury and Volvo. The company provides financial services through Ford Motor Credit Company. For more information regarding Ford’s products, please visit www.ford.com.

About the National FFA Organization

Formerly known as the Future Farmers of America, FFA is a national youth organization of 507,763 student members – all preparing for leadership and careers in the science, business and technology of agriculture – as part of 7,439 local FFA chapters in all 50 states, Puerto Rico and the Virgin Islands. The National FFA Organization changed to its present name in 1988, in recognition of the growth and diversity of agriculture and agricultural education. The FFA

mission is to make a positive difference in the lives of students by developing their potential for premier leadership, personal growth and career success through agricultural education. Visit www.ffa.org for more information.

About Toby Keith

*Toby Keith has been among the top musical performers in any genre throughout this decade. Already the No. 4 album seller of the decade according to a recent Yahoo! analysis, Keith is once again one of Forbes' top earning musicians in the world. And his business empire is almost as expansive as his hit making ability, encompassing restaurants, movies, a clothing line and his own record label, Show Dog Nashville. His latest single, "American Ride" from his upcoming release of the same title, is one of the fastest rising songs of his career, while the critically acclaimed *That Don't Make Me A Bad Guy*, his current album, boasts the back-to-back No. 1 hits "She Never Cried In Front Of Me" and "God Love Her." And his tours, including his latest Toby Keith America's Toughest Tour, continue to be among the top-drawing concerts in the world of entertainment.*