

Chrysler Brand and Eight Mile Style LLC Release Gospel Version of 'Lose Yourself' from 'Selected of God' Choir

- 'Lose Yourself,' performed by 'Selected of God' choir, available for download on iTunes; Eight Mile Style to donate 100 percent of publishing proceeds to three local Detroit charities
- Chrysler and Eight Mile Style launch the 'Imported from Detroit Project'

August 1, 2011, Auburn Hills, Mich. - Chrysler Brand and Eight Mile Style LLC, a Detroit-based publisher of Eminem compositions, have partnered to release a gospel version of "Lose Yourself," available now for download on iTunes. The song is performed by "Selected of God," the choir featured in the Chrysler brand Super Bowl commercial "Born of Fire." Keeping in the spirit of the "Imported from Detroit" campaign, Eight Mile Style will donate all publishing proceeds from the music download to three local Detroit charities – Abayomi Community Development Corporation, The Yuinon and the Robert S. Shumake Foundation.

The song can be downloaded directly from iTunes (<http://itunes.apple.com/us/album/lose-yourself-single/id453175291>) for 99 cents. An accompanying music video, not available for download, can be viewed on YouTube (<http://www.youtube.com/watch?v=sg4ISGGOfzE>). The music video was produced by the Chrysler brand and filmed throughout Detroit.

"The Chrysler brand is firm in its commitment to the City of Detroit and we would like to continue to extend the generosity and goodwill generated from the Imported from Detroit campaign launched during this year's Super Bowl," said Olivier Francois – Chrysler Brand President and CEO and Lead Executive for Marketing, Chrysler Group LLC. "This new rendition of Lose Yourself is very moving, it is meant to inspire the listener from within and it perfectly captures the emotion felt in the Born of Fire commercial."

"Eight Mile Style is honored to be part of this project that gives back to the City of Detroit," said Jeff Bass, Principal of Eight Mile Style LLC. "By using the 'Selected of God' choir as its ambassadors, the 'Imported from Detroit' movement now has more meaning than ever – never give up, always give back."

In keeping with the spirit of the Imported from Detroit campaign, Eight Mile Style will donate 100 percent of all publishing proceeds from each song download to three charities:

- Abayomi Community Development Corporation – www.abayomicdc.org
- The Yuinon – www.yumentor.com
- Robert S. Shumake Scholarship Foundation – www.shumakerelays.com

Imported from Detroit Project

Chrysler Brand and Eight Mile Style have also announced the launch of the "Imported from Detroit Project" (IFD). The IFD Project is a website created to highlight events and activities that promote the City of Detroit. The website will be updated regularly and will incorporate social media elements such as Twitter (www.Twitter.com/IFDProject) and Facebook (www.Facebook.com/IFDProject). For more information, visit www.IFDProject.com.

Born of Fire

"Born of Fire" debuted at the 2011 Super Bowl and was designed to generate a conversation about the Chrysler brand and the new 2011 Chrysler 200 sedan. The two-minute commercial, which was also a Super Bowl first, ignited a spark throughout the United States, as many felt a connection to the attitude and work ethic portrayed in the scenes and narration. The spot reflects where the brand is headed and pays tribute to its industrial roots. While the commercial focused on Detroit, in many ways, it encapsulated the spirit of the country and the comeback of the

Chrysler brand and Chrysler Group.

The Chrysler brand chose the song, "Lose Yourself," because the lyrics speak to the ability to do anything we set our mind to do. The Chrysler brand, the company and its employees have adopted the principle that failure is not an option.

Born of Fire also revealed the tagline for the brand, "Imported from Detroit," created to convey the message that one does not have to cross an ocean to obtain luxury – it's available right here and evident in the Chrysler brand product lineup.

About Abayomi Community Development Corporation (www.abayomicdc.org)

The Abayomi Community Development Corporation ("Abayomi", a term from the Yoruba tribe in West Africa which means "a pleasant meeting place", pronounced a-ba-yo-mee), is a 501(c)(3) human services nonprofit organization serving the metropolitan Detroit area. Abayomi has provided community & economic development, education, and recreation programs to over 8,000 youth and families in the far Northwest and metropolitan Detroit area for over 10 years. Our goals are to establish an awareness of the value of family, improve socioeconomic conditions and increase the level of dignity and personal achievement within the Detroit community.

About The Yuinon (www.yumentor.com)

The Yuinon (pronounced "union") Inc. is an innovative, faith-based, holistic youth development organization founded in Detroit in 2003. Our youth development philosophy is rooted in relationship. More so than a program, a lasting relationship by a caring adult with a youth has proven to be the most effective way to truly encourage and support them. This approach has enabled us to maintain contact with youth that we have engaged in various capacities including: prevention programs, conferences, seminars, youth groups, and recreational outreach. We have provided such services for thousands of youth since our inception through partnerships with schools, community groups, juvenile detention centers, and churches. We are excited that we can now count the U.S. Department of Education as a partner willing to be a resource that enables us to support three hundred 4th-8th graders in Detroit with mentors who will help give them a foundation for success!

About Robert S. Shumake Scholarship Foundation (www.shumakerelays.com)

The Robert S. Shumake Scholarship Relays is a premier class A track and field competition for high school students across the nation. Its unique model is unprecedented in that it has a dual focus. The Shumake Scholarship Relay competition highlights both athletic ability and academic achievement. Prizes are awarded to the athlete on each team with the highest grade point average, teams with the highest score at the end of the meet and athletes who place 1st through 8th. Since 2005, over 2,000 athletes (boys and girls) representing over 65 teams participated in this track and field event. This year an estimated 80 teams will participate with over 2,500 athletes.

About Selected of God Choir

Larry Callahan and Selected of God is a community-based choir affiliated with Praise Tabernacle in Grosse Pointe, Mich. In October 2008, Selected of God became an award winning choir by being named the Best Small Choir in the Detroit Region at the How Sweet the Sound Competition. Their travels include churches and concert halls across the Midwest and South, numerous churches and venues in their home city, Detroit.

About Chrysler Brand

The Chrysler brand has delighted customers with distinctive designs, groundbreaking technology, craftsmanship and intuitive innovation – all at an extraordinary value – since the company was founded in 1925.

The Chrysler brand continues that tradition in 2011 with a rejuvenated, stylish, well-crafted product lineup. Every 2011 vehicle the brand sells is all-new or significantly redesigned and engineered from the ground up. This succession of innovative product introductions propels the brand's standing as the leader in design, engineering and value. "Design with purpose" puts the premium for the Chrysler brand in the product, not the price.

The new Chrysler Town & Country minivan, the best-selling minivan in the United States in 2010, leads the way with a new powertrain offering best-in-class horsepower; an all-new, exquisitely crafted interior that includes improved Stow 'n Go® seating; an updated, elegant exterior design and over 40 standard safety and technology features on every model, including SafetyTec which includes blind spot monitoring, rear cross path detection, ParkSense® rear park assist, ParkView® rear back-up camera, rain-sensing wipers and SmartBeam headlamps. The Chrysler Town &

Country minivan has won the R.L. Polk Loyalty award an unprecedented 10 times in-a-row.

The new 2011 Chrysler 200 sedan and Convertible offer elegant styling within a vehicle segment often noted for its “sea of sameness.” A stylish new exterior and all-new interior will wow consumers with its craftsmanship, high-quality materials and understated elegance. The new powertrain and major suspension overhaul provides a confident, spirited driving experience. Every safety feature is standard on the 200 sedan and 200 Convertible, and all models are packed with standard features at a price that offers customers a remarkable value.

With its elegant proportions and head-turning style, the all-new 2011 Chrysler 300 takes the “most award-winning new car ever” to new heights – combining the best of the nameplate’s 56-year history with world-class craftsmanship, execution and upscale materials. Unmistakable proportions with added design, refinement and a more tailored appearance provides the all-new Chrysler 300 sedans with distinctive styling. By combining world-class accommodations with American style, the all-new Chrysler 300’s interior features an expressive and elegant design with authentic materials, passenger comfort features and precise fit and finish. The 2011 Chrysler 300 sedans deliver grand-touring performance and world-class handling with efficient powertrains and new second-generation E-segment chassis architecture. Customers will feel connected, comfortable and secure with state-of-the-art connectivity, infotainment and more than 70 safety and security features. The iconic vehicle of the Chrysler brand sets the new standard for American sedans.

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