

FOR IMMEDIATE RELEASE

## **BOISE PREPARES FOR THE ARRIVAL OF WORLD-CLASS ATHLETES**

*One year from today, the 2009 Special Olympics World Winter Games Kick-Off*

**(February 6th, 2008 BOISE, Idaho)** – For the last several months, a small but exceptionally dedicated group of individuals have been working feverishly in a refurbished car dealership. They have been pulling together sponsors, securing venues, attending community functions, holding their own red-carpet gala and producing advertising. All of this work is being done in preparation for the 2009 Special Olympics World Winter Games to be held at various locations throughout Idaho starting February 6, 2009.

“There couldn’t be a better location than Idaho to host the games,” said Chip Fisher, CEO and Chairman of the 2009 Special Olympics World Winter Games Organizing Committee (GOC). “We have had unprecedented community response from Boise, Tamarack and Sun Valley. For example, Lithia Motors donated their old Ford location as our headquarters; and the Governor and his wife are doing Public Service Announcements on our behalf. The Idaho community is rallying around these athletes, and we are all very excited to cheer them on next winter.”

The headquarters for the 2009 Special Olympics World Winter Games is located at 3150 W. Main Street in Boise, Idaho. Lithia refurbished the Games’ headquarters building and has allowed the 2009 World Winter Games to use it for a year and a half, rent free. “The generosity Lithia has shown us has been tremendous,” said Fisher.

“The GOC has been working diligently since May 2006 to prepare for this monumental event,” said Sid DeBoer, Lithia Chairman and CEO. “The athletes have put in countless hours in practice and training. Their families have made the sacrifices that the loved ones of all athletes endure. They have given of their time. All for the love of competition and for love of the sports in which they compete. In one year from today it will all be on the line – literally. The games will start and once again we will bear witness to the talent and skill of these dedicated individuals,” DeBoer continued.

“We are very proud that we are able to partner with the athletes, their families, their supporters and the thousands of dedicated volunteers involved with putting on these games. It’s a source of pride for me and for our thousands of employees across the country,” said DeBoer.

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### **About the 2008 Special Olympics Invitational Winter Games:**

The 2008 Special Olympics Invitational Winter Games will be held in Idaho, USA, February 25-28, 2008 and will include 356 athletes from 11 countries and 3,000 volunteers. Competition will take place in five winter sports – Alpine Skiing, Cross-Country Skiing, Floor Hockey, Snowboarding and Snowshoeing. Competition and activities will be in communities and venues throughout Idaho including Bogus Basin, Boise State University, Sun Valley Resort and Tamarack Resort.

### **About the 2009 Special Olympics World Winter Games:**

The 2009 Special Olympics World Winter Games will be held in Idaho, USA, February 6-13, 2009 and will include up to 3,000 athletes from as many as 85 countries and 6,000 volunteers. Competition will take place in seven winter sports – Alpine Skiing, Cross-Country Skiing, Figure Skating, Floor Hockey, Snowboarding, Snowshoeing and Speed Skating. Competition and activities will be in communities and venues throughout Idaho including Bogus Basin, Boise State University, Qwest Arena, Idaho Ice World, Sun Valley Resort and Tamarack Resort.

### **About Lithia:**

Lithia Motors, Inc. is a Fortune 700 and Russell 2000 Company. Lithia sells 30 brands of new and all brands of used vehicles at 111 stores which are located in 46 markets within 15 states. Internet sales are centralized at [www.Lithia.com](http://www.Lithia.com), or through the recently launched [www.L2.com](http://www.L2.com). Lithia also sells used vehicles; arranges finance, warranty, and credit insurance contracts; and provides vehicle parts, maintenance, and repair services at all of its locations. Lithia retailed 109,648 new and used vehicles and had \$3.17 billion in total revenue in 2006. Lithia is publicly traded (NYSE: LAD) and is available on the web at [www.Lithia.com](http://www.Lithia.com).

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