



10 YEARS OF FIGHTING PEDIATRIC CANCER

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HYUNDAI MOTOR AMERICA AND ITS DEALERS DONATE \$50,000 TO DUKE CHILDREN'S HOSPITAL & HEALTH CENTER TO SUPPORT PEDIATRIC CANCER RESEARCH

Research grant is part of Hyundai Hope on Wheels™ Tour which will donate more than \$1.6 million to 32 children's hospitals nationwide

DURHAM, N.C. – September 4, 2008 – Hyundai Motor America and its dealers announced today that Duke Children's Hospital & Health Center in Durham, N.C. has been selected to receive a donation of \$50,000 from the 2008 Hyundai Hope on Wheels™ Tour. The donation will support the research efforts of Dr. Eugene Hwang, a member of the hospital's pediatric oncology department. The check will be presented at a ceremonial event today at 11:00 a.m. at Duke Children's where Dr. Hwang will be recognized as a 2008 Hyundai Scholar, and the hospital's pediatric cancer patients will take part in the Hyundai Hope on Wheels Handprint Ceremony.

"Hyundai and its dealers are proud to make this donation to a hospital and doctor that have shown such dedication to the fight against pediatric cancer," said Oscar Leeser, President of the Hyundai National Hope on Wheels Dealer Board, and El Paso, TX Hyundai dealer. "In its efforts to promote the training of the next generation of doctors, The Hope on Wheels Tour honors the brave children who have faced this disease and shares their hope and positive outlook with families across the country."

"Between 1975 and 2003, the five year survival rate of childhood cancer rose from 58% of patients to almost 80% of patients, due to major advances in treatments," said Dr. Daniel Wechsler, chief of pediatrics hematology/oncology at Duke Children's and a member of the Hope on Wheels Medical Advisory Board. "We appreciate the commitment that Hyundai and its dealers have shown to supporting the medical professionals who do the vital research that propels us forward in the search for better treatments and ultimately a cure."

In recognition of the combined efforts of Hope on Wheels and Duke Children's, a proclamation from Mayor William V. Bell will be presented, declaring September 4, 2008 as "Hope on Wheels Day" in Durham, North Carolina to encourage all citizens to join in the fight against pediatric cancer.

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In addition to today's check presentation, the event will include the Hope on Wheels "Handprint Ceremony," which celebrates pediatric cancer patients' lives and treatment milestones by capturing their colorful handprints on a white 2008 Hyundai Santa Fe.

"Watching children from our community share in the national Hope on Wheels program provides a very real sense of how this donation will touch so many young lives," said Jack Pate, general manager of Lee Hyundai in Fayetteville, North Carolina.

"Hyundai dealers are very proud to have supported the fight against pediatric cancer for ten years, and we look forward to adding the handprints of our town's brave young children to the Hope on Wheels Santa Fe."

This year marks the 10th anniversary of Hyundai and its dealers' commitment to supporting this cause. The 2008 Hope on Wheels Tour will visit 32 children's hospitals, donating a total of more than \$1.6 million. Hope on Wheels will also conduct Handprint Ceremonies at 30 Light The Night Walks across the country as part of its 2008 partnership with The Leukemia & Lymphoma Society, bringing the total number of cities on the Hope on Wheels Tour to 62.

The Hope on Wheels Tour has donated more than \$10 million to children's hospitals nationwide and collected hundreds of handprints from children fighting pediatric cancer. The complete list of 2008 Hope on Wheels Tour stops, including benefiting hospitals, is available at www.hopeonwheels.com.

The Pediatric Hematology-Oncology Program at Duke Children's offers treatment options designed especially for children, adolescents and young adults with cancer and disorders of the blood. The Program emphasizes all aspects of pediatric cancer care in an atmosphere of caring and compassion, with an emphasis on enhancing quality of life. Pediatric hematology-oncology faculty members are actively engaged in basic science and clinical research related to leukemia, neuroblastoma and muscle tumors, with additional emphasis on long term survivorship and palliative care.

DUKE CHILDREN'S HOSPITAL & HEALTH CENTER

Duke Children's Hospital & Health Center, located in Durham, N.C., is nationally ranked among the best in pediatric health care programs. Caring for children is our number one priority, from routine check-ups and immunizations to the treatment of life-threatening injuries and illnesses. At Duke Children's, we provide hope and the most advanced health care available. Offering innovative procedures including stem cell and bone marrow transplants as well as a variety of support services for our patients and their families, Duke Children's cares for children from around the world. We are also a critical local resource - taking care of 60 percent of Durham's children with over 70 percent of patients coming from central North Carolina. For more information please visit www.dukechildrens.org.

HYUNDAI MOTOR AMERICA

Hyundai Motor America, headquartered in Fountain Valley, Calif., is a subsidiary of Hyundai Motor Co. of Korea. Hyundai vehicles are distributed throughout the United States by Hyundai Motor America and are sold and serviced through more than 780 dealerships nationwide.

HOPE ON WHEELS

Hope on Wheels™ is the united effort of nearly 780 Hyundai dealers across the U.S. to raise awareness about pediatric cancer and celebrate the lives of children battling the disease. Hope on Wheels is an independent 501(c)(3) nonprofit organization.

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