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On July 7, 2005, Chrysler Announced that Former Chrysler Chairman and CEO Lee Iacocca would Participate in Chrysler's *Employee Pricing Plus* Advertising Campaign

Statement from Lee Iacocca, Chairman, Iacocca Foundation, and Former Chairman and CEO, Chrysler

July 6, 2005, Auburn Hills, Mich. -

"When Chrysler asked me to help promote their new *Employee Pricing Plus* campaign, I couldn't resist. All I asked in return was the opportunity to work with Chrysler to help promote a cause that is very important to me and my family, finding a cure for type 1 diabetes.

Twenty years ago, shortly before my wife Mary died from complications of type 1 diabetes, I promised her I would find a cure. At the time, I hoped a cure was right around the corner. We've been around a lot of corners over the last 20 years, but I finally feel like we are in the right neighborhood. Last year, a research project the Iacocca Foundation has funded for the past seven years demonstrated a cure for type 1 diabetes in mice.

The Iacocca Foundation launched JoinLeeNow to raise the funds necessary for a clinical trial based on this groundbreaking work. We've raised more than half the money needed. With Chrysler on board as a sponsor, I know we are going to succeed, but we still need all the help we can get. For more information, go to www.joinleenow.org."

About the Iacocca Foundation and JoinLeeNow

With the proceeds of his best-selling autobiography, Lee A. Iacocca established the Iacocca Foundation in 1984 in honor of his late wife, Mary K. Iacocca, who died from complications of type 1 diabetes. The Foundation continues to receive all royalties from both of Mr. Iacocca's best-selling books.

Since 1984, the Iacocca Foundation has given more than \$20 million to diabetes research. More information is available at www.iacoccafoundation.org. In 2004, the Iacocca Foundation launched JoinLeeNow (www.joinleenow.org) to raise funds for a clinical trial of a potential cure for type 1 diabetes.

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