MAZDA AND NBC UNIVERSAL TEAM UP FOR 2016 CONTEST NON-PROFIT CONTEST

ONE CHARITY WILL RECEIVE $30,000 DONATION TO SUPPORT ITS CAUSE

IRVINE, Calif. (October 19, 2016) – For the third year in a row, Mazda North American Operations (MNAO) and NBCUniversal are teaming up to give back to someone who makes a difference in their community. From October 10 to October 24, 2016, viewers are invited to nominate themselves, or others involved in nonprofits[i], for this year's Mazda Drive for Good® community charity contest, developed to highlight a nonprofit that deserves recognition, awareness and additional funds to boost their efforts. In order to enter, or nominate someone else, visit nbc.com/mazdadrive4good and simply describe how the project or cause makes a difference and brings joy to the community.

"We developed Mazda Drive for Good as a way to support local and national charity organizations, allowing us to donate our time and money to the organizations that matter most to the Mazda community," said Masahiro Moro, president and CEO of MNAO. "The partnership with NBCUniversal allows us to expand the positive impact we've seen from the program, with the ultimate goal of highlighting the efforts of another important cause."

At the conclusion of the contest, a panel of judges will review the submissions and choose one winner to receive a $30,000 donation—money raised as part of the 2016 Mazda Drive for Good® program. The winner will then be notified of the award through a surprise in-person appearance by an NBCUniversal talent. As part of the celebration, the winner or the organization's representative will attend NBC's "Christmas in Rockefeller Center" on November 30, recognizing their award and influence in the community.

The partnership between MNAO and NBCUniversal spans across NBCUniversal's broadcast, cable and digital networks with calls for nominations. Creative content for the partnership was created by NBCUniversal's Content Innovation Agency. Viewers are encouraged to nominate themselves through an online contest where they can tell their story and why their community needs assistance. Click here to learn about last year's recipient, The Confetti Foundation.

"We're proud to join our longstanding partner, Mazda, for another year of their Drive for Good initiative and tell the stories of these remarkable individuals," said Alison Tarrant, executive vice president, client partnerships, NBCUniversal. "Each year we further our momentum to give this worthy initiative even more impact with the scale that linear television and power of the NBCUniversal portfolio offers."

The Mazda Drive for Good winter event is in its fourth year of fundraising and for 2016, Mazda will continue its donation of $150 per new Mazda sold or leased between November 21, 2016 and January 3, 2017, and donate an hour of charitable service for every test drive taken during that time. Since its launch in 2013, Mazda has donated more than $12.9 million to charity and has pledged more than 192,000 charitable service hours. Mazda believes that buying a car isn't just an artificial act. The time and money donated as part of the community creates a ripple effect across the country and develops a community of its own—leaving a lasting effect on those in need.

Mazda is committed to helping communities through monetary donations and volunteer service, and will continue its work with four national charities and more than 40 local charities, all of which will be announced at a later date. Follow the conversation at #MazdaDrive4Good or MazdaUSA.com/Drive4Good.

About Mazda North American Operations

Mazda North American Operations is headquartered in Irvine, California, and oversees the sales, marketing, parts and customer service support of Mazda vehicles in the United States and Mexico through nearly 700 dealers. Operations in Mexico are managed by Mazda Motor de Mexico in Mexico City. For more information on Mazda vehicles, including photography and B-roll, please visit the online Mazda media center at InsideMazda.MazdaUSA.com.

About NBCUniversal

NBCUniversal is one of the world's leading media and entertainment companies in the development, production, and marketing of entertainment, news, and information to a global audience. NBCUniversal owns and operates a valuable portfolio of news and entertainment television networks, a premier motion picture company, significant television production operations, a leading

television stations group, world-renowned theme parks, and a suite of leading Internet-based businesses. NBCUniversal is a subsidiary of Comcast Corporation. To learn more visit: www.nbcuniversal.com

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[i]All entries must include a tax-exempt 501(c)(3) nonprofit organization (“Charity”). Employees of a Charity are eligible to be nominated.

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