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**Camp Sunshine Named a Recipient of \$100,000 “Hope Grant” from Hyundai
Hope on Wheels**

*Donation will Fund Expansion of Programs and Enable the National Nonprofit to Support More
Families in Need*

CASCO, Maine — Sept. 2, 2010 — Camp Sunshine, a one-of-a-kind national retreat in Casco for children with life-threatening illnesses and their families, today announced that Hyundai Hope on Wheels has selected the organization to receive a \$100,000 “Hope Grant.” Hope on Wheels is a partnership of 800 Hyundai dealers across the United States and Hyundai Motor America aimed at raising awareness of childhood cancer. Camp Sunshine will use funds from the grant to sponsor two additional oncology sessions at the Camp in 2011.

On Sept. 25 — during National Childhood Cancer Awareness Month — Hope on Wheels will visit Camp Sunshine’s Casco campus and participate in a check presentation ceremony to commemorate the event. Throughout the month, Hope on Wheels will travel to all 68 Hope Grant recipients to present the donations and hear from children, their families and all of those involved in the fight against cancer.

“While we’ve made progress over the last few decades and now have an 85 percent cure rate, cancer still takes more lives than any other childhood disease,” said John Krafcik, President and CEO of Hyundai Motor America. “This September, in support of Childhood Cancer Awareness Month, Hyundai will shine a nationwide spotlight on this cause and provide more

than \$6 million in grants for pediatric cancer research and support programs. We love taking on big challenges at Hyundai, and we can think of no more worthy challenge than finding a cure for all forms of pediatric cancer.”

Located in Maine’s scenic Sebago Lake region, Camp Sunshine features a 23-acre lakeside campus with private family suites, as well as a climbing wall, indoor swimming pool and computer learning center — all of which are free of charge to all families. To date, Camp Sunshine has welcomed families from 47 states and 17 countries.

“Camp Sunshine is delighted and humbled to receive this generous donation from Hyundai,” said Matt Hoidal, executive director, Camp Sunshine. “This investment will enable us to expand our programs in 2011 and bring nearly 1,000 children and their families much needed respite, support, and hope. We thank Hyundai and their network of dealers in Northern New England and around the country for helping us continue our service and contributions to the cancer community.”

About Camp Sunshine

Camp Sunshine offers children with life-threatening illnesses and their families a place to relax together for a week, and to take a break from the extraordinary demands placed upon them on a daily basis. The year-round program is free of charge and staffed almost entirely by volunteers. It is the only program in the nation whose mission is to address the impact of a life-threatening illness on every member of the immediate family — the ill child, the parents and the siblings. Since its inception in 1984, Camp Sunshine has provided a haven for more than 32,000 individuals from diverse cultural backgrounds. In addition to providing 24-hour on-site medical and psychosocial support, the camp offers a variety of daily activities, including swimming, boating, archery and soccer, and special events such as bonfires and cookouts. To support Camp Sunshine, please call (207) 655-3800 or visit www.campsunshine.org.

About 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 800 dealerships nationwide.

About Hyundai Hope on Wheels

Hyundai Hope on Wheels™ is the united effort of more than 800 Hyundai dealers across the U.S. to raise awareness about childhood cancer and celebrate the lives of children battling the disease. By the end of 2010, Hope on Wheels will have awarded more than \$23 million dollars to children’s hospitals and non-profit organizations across the U.S. to support the fight against childhood cancer.

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