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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](http://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](http://www.iacoccafoundation.org). In 2004, the Iacocca Foundation launched JoinLeeNow ([www.joinleenow.org](http://www.joinleenow.org)) to raise funds for a clinical trial of a potential cure for type 1 diabetes.

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