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Country Music Star Easton Corbin Partners with Ram Truck Brand and FFA to Celebrate Ram's 'Year of the Farmer' Initiative Highlighting the Importance of Farmers in America

- Corbin, a former FFA member, holds exclusive performances for FFA chapters across the country to recognize hard-working and dedicated farmers
- Multi-tiered partnership includes sweepstakes to win trips to a special ACM Awards weekend in Las Vegas in April and a web video series documenting Corbin's FFA visits
- Webisodes and sweepstakes information at www.ramtrucks.com/keepplowing

October 25, 2013, Auburn Hills, Mich. - As part of its "Year of the Farmer" initiative, the Ram Truck brand has partnered with Mercury Records recording artist Easton Corbin on a multi-tiered program highlighting and underscoring the importance of farmers in America.

The program includes visits to and exclusive performances by Corbin, a former FFA member, at local FFA chapters across the country; a video web series (webisodes) documenting Corbin's FFA tour; and a sweepstakes where fans can win special ACM Awards weekends in Las Vegas next spring.

"It's clear that Easton, like the Ram Truck brand, cares passionately about 'Year of the Farmer,' the FFA organization and its mission," says Reid Bigland, President and CEO, Ram Truck Brand, Chrysler Group LLC. "Through his tour of local FFA chapters, he's personally connecting with this special group of kids to help us further the notion that there's a 'farmer in all of us,' while reminding everyone that we all have a role in reducing hunger in America."

Elements of the Partnership Include:

Performances for Local FFA Chapters: As a passionate former FFA member, Easton Corbin is dedicated to the FFA organization and to help continue to celebrate the spirit and hard work of the American farmer. Corbin has been meeting with FFA chapters in 12 markets as he tours the country, performing songs and answering questions from the audience. The visits began in August and will continue through February 2014. Each event held so far has had 300-500 FFA members attending.

'All Over the Road to the ACM Awards' Webisode Series: Capturing the adventures of Corbin's FFA tour, the Ram Truck brand launched the "All Over the Road to the AMC Awards" webisode series featuring behind the scenes footage of the tour. The webisodes can be viewed at www.ramtrucks.com/keepplowing with a new video posted every two weeks.

'All Over the Road to the ACM Awards' Sweepstakes : The sweepstakes launched October 21 and continues to February. The contest gives three fans a chance to win trips to a special Academy of Country Music Awards (ACM) weekend in Las Vegas April 4-7. Each grand prize includes trips for two to Las Vegas, tickets to attend an invitation only Ram Country concert with Easton Corbin, tickets to the ACM Party for a Cause Festival and tickets to the ACM Fan Jam where Academy of Country Music artists perform live during the awards telecast. Winners will be selected randomly from entries received at www.ramtrucks.com/keepplowing, www.eastoncorbin.com or www.countryweekly.com. Visit the websites for contest rules, additional information and to enter the contest.

The Ram Truck brand's partnership with Easton Corbin is part of the brand's "Year of the Farmer" initiative dedicated to highlighting and underscoring the importance of farmers in America. Launched in February with the brand's much talked about "Farmer" video airing during the Super Bowl television broadcast, the year-long initiative was designed to generate \$1 million for the National FFA Organization (FFA) in collaboration with Case IH Agriculture, Farms.com and other partners.

About Ram Truck Brand

The Ram Truck brand continues to establish its own identity and clearly define its customers since its launch as the newest Chrysler Group LLC vehicle brand. Creating a stand-alone brand for Ram trucks has allowed the brand to concentrate on how core customers use their trucks and what new features they'd like to see. Whether focusing on a family that uses its half-ton truck day in and day out, a hard-working Ram Heavy Duty owner or a business that depends on its commercial vehicles every day, Ram has the truck market covered.

About Easton Corbin

Mercury Nashville recording artist Easton Corbin is lauded for his traditional country sound, authentic lyrics and mastery of understatement. His self-titled debut album released in 2010 and spawned back-to-back hits "A Little More Country Than That" and "Roll With It;" making him the first country male artist in 17 years to have his first two consecutive singles reach No. 1. That same year the Gilchrist County Florida native won all of the Breakthrough Artist awards at the American Country Awards – Artist of the Year: Breakthrough Artist, Single of the Year: Breakthrough Artist and Music Video: Breakthrough Artist for "A Little More Country Than That." Billboard named Corbin as the Top New Country Artist of 2010. Easton's latest single, "All Over The Road," placed #3 on the country airplay charts and is from his current album by the same name. Visit www.eastoncorbin.com or www.umgnashville.com to learn more about the Florida native.

About National FFA Organization

The National FFA Organization (formerly Future Farmers of America) is a national youth organization of 579,678 student members as part of 7,570 local FFA chapters in all 50 states, Puerto Rico and the Virgin Islands. The FFA mission is to make a positive difference in the lives of students by developing their potential for premier leadership, personal growth and career success through agricultural education. The National FFA Organization operates under a federal charter granted by the 81st United States Congress and it is an integral part of public instruction in agriculture. The U.S. Department of Education provides leadership and helps set direction for FFA as a service to state and local agricultural education programs. For more, visit the National FFA Organization online at www.FFA.org, on Facebook, Twitter and the official National FFA Organization blog.

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