

***THE STEVE HARVEY MORNING SHOW AND
FORD ANNOUNCE
“FALL INTO A FORD FUSION SWEEPSTAKES”***

*America’s No. 1 Morning Radio Show to Give Away
2015 Ford Fusion to Lucky Listener*

LOS ANGELES - October 28, 2014 - The Steve Harvey Morning Show and Ford announced today the “Fall Into A Ford Fusion Sweepstakes.” Beginning Thursday, October 30, listeners of the No. 1 syndicated morning show in America can enter for a chance to win a 2015 Ford Fusion on SteveHarvey.com. Entries must be submitted by November 27, 2014, and the winner will be announced on air on Friday, November 28.

The four-week long “Fall Into A Ford Fusion Sweepstakes” will take place across more than 70 markets and is Ford’s latest partnership with The Steve Harvey Morning Show that connects directly with its audience. Listeners can enter to win a 2015 Ford Fusion by downloading the Ford Neighborhood Awards App and following the instructions on the contest tab. They can also enter by visiting SteveHarvey.com, clicking the “Fall Into A Ford Fusion Sweepstakes” banner and filling in the online entry form.

“I’m excited to give our loyal listeners a chance to win a brand new 2015 Ford Fusion,” said Steve Harvey, host of *The Steve Harvey Morning Show*. “We want our radio fans to be able to listen to *The Steve Harvey Morning Show* wherever they want, and the stylish Ford Fusion helps our fans take our show on the road.”

“We are thrilled to kick off the opportunity for one Steve Harvey listener to win the keys to the 2015 Ford Fusion,” said Shawn Thompson, manager, Ford Multicultural Marketing. “We will be announcing the winner just before the holiday season, so we are eager to find out who will win the keys and what feature they are most excited about. This vehicle is not only stylish, but it also comes equipped with a wide array of technologies, including the standard rearview camera.”

The sweepstakes will be promoted on-air, online and across social media, reaching the program’s weekly audience of approximately 6 million weekly listeners on nearly 70 radio stations nationwide. For more information, please visit www.SteveHarvey.com.

About The Steve Harvey Morning Show

In September 2000, Steve Harvey created The Steve Harvey Morning Show, which joined Premiere Networks' national lineup in 2005. Today, The Steve Harvey Morning Show can be heard on nearly 70 radio stations in the U.S., reaching approximately six million weekly listeners. Co-hosted by Shirley Strawberry, Carla Ferrell and Harvey's "Nephew Tommy," The Steve Harvey Morning Show broadcasts live on weekdays from 6 - 10 a.m. EST, and is also available on iHeartRadio.com and the iHeartRadio mobile app.

The popular "Strawberry Letter" segment, in which Harvey responds to listeners' relationship questions, led to his first book, "Act Like a Lady, Think Like a Man," which is an international

best-seller and was adapted into a major motion picture by Screen Gems. In 2013, Mr. Harvey was honored with the NAB Marconi Award for “Network/Syndicated Personality of the Year” and he was inducted in the NAB Broadcasting Hall of Fame. For more information, please visit www.SteveHarvey.com.

About Ford Motor Company

[Ford Motor Company](http://www.ford.com), a global automotive industry leader based in Dearborn, Mich., manufactures or distributes automobiles across six continents. With about 186,000 employees and 65 plants worldwide, the company’s automotive brands include Ford and Lincoln. The company provides financial services through Ford Motor Credit Company. For more information regarding Ford and its products worldwide, please visit <http://corporate.ford.com>.

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