

News Release



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FOR IMMEDIATE RELEASE

LAEDC Selects Its 2006 Eddy Award Honorees, City National Bank, Toyota

*City National Bank and Toyota are chosen by the LAEDC
for their economic development leadership and corporate citizenship in Los Angeles County*

Los Angeles, June 20, 2006. The Los Angeles County Economic Development Corporation (LAEDC) has announced its 2006 Eddy Award honorees, **City National Bank** and **Toyota**. The annual Eddy Awards are the region's most prestigious recognition of business leadership in economic development.

The **2006 Eddy—Celebrating 25 Years of Economic Development Excellence** will be held on October 5th, 2006 at the Century Plaza Hotel. Accepting the award on behalf of City National Bank will be Russell Goldsmith, Chairman and CEO. Jim Lentz, Executive Vice President, Toyota Motor Sales, USA, will accept the award on behalf of Toyota.

City National Bank and Toyota were selected based on their outstanding contributions to the economic prosperity of the region. City National is the largest banking institution headquartered in LA County, and is actively involved in community development services throughout California. Their commitment to fostering healthy communities is illustrated by their involvement with an array of community development initiatives.

Toyota believes that helping people improve the quality of life in their communities is an essential corporate responsibility. Education is the focus of Toyota's giving, with emphasis on primary and secondary schooling. In 2005 alone, they invested more than \$40 million in programs across the US and have offered people the tools and training they need to make a difference in their neighborhoods. In addition to funding national programs, Toyota supports the social well-being of communities where it has major operations, including California, Indiana, Kentucky, Michigan, New York and West Virginia.

"We are extremely proud to honor two long-standing organizations that have made significant contributions to the economic vitality of our region. Their commitment to enhancing the quality of life for their communities is evident in the myriad social services programs in which they participate and support. City National and Toyota are leading the effort in economic development and demonstrate the best characteristics of corporation citizenship," said Bill Allen, President and CEO of the LAEDC.

Both organizations have enjoyed an illustrious history in Southern California. City National boasts a 52-year tradition of serving our region's entrepreneurs and key industries, while Toyota will celebrate its 50th year in Los Angeles County in 2007.

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Established in 1996, the prestigious Eddy Award has recognized the region's top business leaders and organizations.

About City National

City National Corporation (NYSE:CYN) is a financial services company with \$14.7 billion in total assets. Its wholly owned subsidiary, City National Bank, provides banking, investment and trust services through 55 offices, including 12 full-service regional centers, in Southern California, the San Francisco Bay Area and New York City. The company and its affiliates manage or administer more than \$40 billion in client trust and investment assets, including more than \$19 billion under direct management. For more information, visit www.cnb.com.

About Toyota

Toyota (NYSE:TM) established operations in North America in 1957 and will operate 15 manufacturing plants in North America by 2008. There are more than 1,700 Toyota, Lexus and Scion dealerships in North America which sell more than 2.5 million vehicles a year. Toyota directly employs over 38,000 in North America and its investment here is currently valued at more than \$16.8 billion, including sales and manufacturing operations, research and development, financial services and design. Toyota's annual purchasing of parts, materials, goods and services from North American suppliers totals more than \$28 billion. According to a 2005 Center for Automotive Research study, Toyota, along with its dealers and suppliers, has generated nearly 400,000 U.S. jobs.

About the Eddy

The Eddy Awards were introduced by the LAEDC in 1996 to celebrate individuals and organizations that demonstrate exceptional contributions to positive economic development in the region. This year, we are also celebrating the 25th Anniversary of the LAEDC. For sponsorship and event information, please contact our event manager Naz Keynejad, CMP, at Western Direct at (805) 557-0360 x110 or naz@western-direct.com. For more information about the Eddy awards, please visit www.laedc.org/eddy.

Past Eddy honorees include business leaders and organizations representing a multitude of industries:

Richard Ziman, Arden Realty ♦ Janice Bryant Howroyd, Act1 ♦ Liam McGee, Bank of America ♦ Monica Lozano, La Opinión ♦ George Deukmejian, 35th Governor of California ♦ Eli Broad, The Broad Foundation ♦ Tim Leiweke, Anschutz Entertainment Group ♦ James Thomas, Thomas Properties Group ♦ Michael Antonovich, LA County Supervisor ♦ David Baltimore, CALTECH ♦ Richard Riordan, Former LA Mayor ♦ USC ♦ George Graziadio, Imperial Bank ♦ Beverly O'Neill, Long Beach Mayor ♦ Ed Roski, Majestic Realty Co. ♦ Edison International & So Cal Edison

About LAEDC

The **Los Angeles County Economic Development Corporation (LAEDC)**, the region's premier business leadership organization, is a private, non-profit organization established in 1981. Our mission is to attract, retain, and grow business and jobs in Los Angeles County. Since 1995, the LAEDC has helped retain or attract more than 115,000 jobs, providing \$4.7 billion in annual economic impact from salaries and \$88.2 million in annual tax revenue benefit to Los Angeles County. For more information, please visit www.laedc.org.

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