

Enter the 'Letters for Lyrics' Sweepstakes and the Ram Truck Brand Could Award You With a VIP Concert Experience With Zac Brown Band

- Visit RamZone.com and all Zac Brown Band Web properties (<http://www.zacbrownband.com>) to write a letter to a soldier and a chance to win a VIP concert experience with Zac Brown Band on April 16 in Arlington, Texas
- Grand prize includes a three-day/two-night trip for four, round-trip air transportation, hotel and transportation to/from concert
- 'Letters for Lyrics' sweepstakes runs through March 23

February 14, 2011, Auburn Hills, Mich. -

There are a number of things the Ram Truck Brand is passionate about but at the top of that list, without question, are the many men and women serving in the armed forces. The Ram Truck brand appreciates the dedication and commitment these soldiers give to our great country each and every day. The brand, together with Zac Brown Band, created "Letters for Lyrics," a letter-writing initiative designed to show appreciation to U.S. soldiers. Now, the Ram Truck brand wants to show its appreciation to one lucky letter writer and three of their guests by treating them to a VIP concert experience with Zac Brown Band in the "Letters for Lyrics" sweepstakes.

The sweepstakes begins today and runs through March 23. To submit a letter and enter the contest, visit one of the following sites:

- Ram Truck Blog - <http://www.ramzone.com>
- Zac Brown Band Web properties - <http://www.zacbrownband.com>

One letter writer will be randomly selected to take three guests to see Zac Brown Band play on Saturday, April 16, in Arlington, Texas.

"'Letters for Lyrics' is one of the Ram Truck brand's most important initiatives because it directly supports the U.S. soldiers who serve our great country," said Fred Diaz, President and CEO, Ram Truck Brand, Chrysler Group LLC. "We hope that the 'Letters for Lyrics' sweepstakes helps to increase awareness about this initiative and generate letters to the men and women who fight for our freedom. Anyone who has had the chance to see the Zac Brown Band play live knows that the experience is worth writing as many letters as possible in an effort to win this grand prize."

"We're deeply moved by the outpour of support our fans have shown for the brave troops defending our country abroad and we're proud to be a part of the 'Letters for Lyrics' campaign" said Zac Brown. "We're raising the incentive to get even more letters written in 2011. We're offering one lucky letter-writer the chance to enjoy a great concert experience with us in Arlington, Texas on April 16. So get to writing!"

Soldiers' Angels, a nonprofit organization, will deliver the written letters and emails submitted to U.S. soldiers on behalf of the Ram Truck brand and Zac Brown Band. Soldiers' Angels is a volunteer-led organization with more than 225,000 members providing aid and comfort to the men and women of the U.S. Army, Navy, Marines, Air Force and Coast Guard, along with veterans and their families.

The "Letters for Lyrics" sweepstakes grand prize includes a three-day/two-night trip for four, round-trip air transportation, hotel accommodations, ground transportation, concert tickets and a \$1,600 gift card. No purchase necessary. A purchase will not increase your chances of winning. Open only to legal residents of the 48 contiguous United States who are 18 years of age and older as of date of entry. Void where prohibited. Sweepstakes ends March 23, 2011. For official rules, prize descriptions and odds disclosure, visit <http://www.ramzone.com/zbsweepstakes/>. Sponsor: Chrysler Group LLC, 1000 Chrysler Drive, Auburn Hills, MI 48326.

About the Ram Truck Brand

With a work-hard, play-hard attitude, the Ram Truck brand offers the boldest, most powerful and capable pickup truck lineup on the planet.

Introduced in 2008, the Ram 1500 is a game changer in terms of its ability to "outsmart" and "out-tough" the competition with its bold exterior design, crafted and refined interior, engineering excellence, superb innovation and best-in-class features and amenities.

The Ram Truck brand added to its award-winning truck lineup with the introduction of an all-new 2010 Ram 2500 and 3500 Heavy Duty trucks, Motor Trend's Truck of the Year. The new heavy-duty trucks provide customers with first-time innovations and features along with new standards of strength, utility and driveability, building on the Ram's leadership in the heavy-duty pickup segment.

The Ram Truck brand is further enhancing its commercial vehicle presence with the introduction of a "new crew" of commercial-grade work trucks: the new 2011 Ram 3500, 4500 and 5500 Chassis Cabs. Led by an all-new crew cab, the new 2011 Ram Chassis Cabs are built on a proven frame and chassis, and engineered for maximum uptime, optimum performance and enhanced commercial capability.

About Zac Brown Band

In 2010, Zac Brown Band were named GRAMMY's "Best New Artist" and nominated for the Academy of Country Music Awards' "Entertainer of the Year." In 2011, they've already earned four more GRAMMY nominations and five ACM nods, Zac himself is the most-nominated artist for the 2011 ACM Awards with nine nominations. Their double platinum-certified, major label debut 'The Foundation' (Atlantic Records) was one of Billboard's Top 20 albums of 2009 and features the band's first five No.1 hit singles including "Chicken Fried" and "Free." The band's sophomore album 'You Get What You Give' (Atlantic/Southern Ground Artists, Inc.) debuted at #1 on the Billboard 200 chart and features guest appearances by Alan Jackson and Jimmy Buffett. Zac Brown Band is represented by ROAR, a Beverly Hills-based talent and brand management company with offices in Nashville, Atlanta and New York. Additional information can be found at <http://www.zacbrowband.com/>.

About Soldiers' Angels

Soldiers' Angels is a full service deployed troop, military family, wounded and veterans service organization serving all those who serve all of us with over twenty very effective programs. We specialize in the unique needs uncovered by other agencies, military benefits and medical insurance. Founded in 2003 by Patti Patton-Bader, the mother of an army soldier deployed to Iraq, Soldiers' Angels has grown from a small care package organization to major source of aid for all those who serve or have served in our Armed Forces. Last year, we provided over 25 million dollars worth of assistance. Our slogan, "May No Soldier Go Unloved," encapsulates the motivation behind Soldiers' Angels. By working together and sharing a common vision of service, the volunteers of Soldiers' Angels continue to demonstrate active care and concern for veterans, the wounded, deployed service members, and their families. From our very inception, the focus of Soldiers' Angels has been: Helping bring home healthy soldiers. Visit www.soldiersangels.org, www.facebook.com/SoldiersAngelsOfficial and www.twitter.com/soldiersangels to find out more.

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