

NEWS



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FOR IMMEDIATE RELEASE

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KIA TEAMS WITH ESPN FOR SPECTRA5 PROMOTION

Extensive Campaign Includes Online Sweepstakes, Print and Broadcast Outreach

IRVINE, Calif., April 12, 2005 – Kia Motors America (KMA) and ESPN are working together to launch an integrated marketing campaign in support of Kia's new 2005 Spectra5 compact sport hatch. The marketing campaign includes the *Kia Shootaround Challenge* online sweepstakes, a basketball trivia contest on ESPN.com. The promotion begins this week and runs through June 6, 2005.

“The Spectra5 is a fun, exciting vehicle that stands out from the crowd and meets the needs of our young and active target audience,” said Tim Chaney, director of marketing communications, Kia Motors America. “With this in mind, we couldn't think of a better collaborator than ESPN to help promote the Spectra5 and reach our target audience.”

The eight-week ad campaign will feature television, radio and print elements to promote the 2005 Spectra5 and the *Kia Shootaround Challenge*, where the grand-prize winner will drive home in a new Spectra5. In order to participate in the sweepstakes, contestants will be required to log onto ESPN.com and search “Kia”. Contestants will try to beat the 24-second shot clock while answering five trivia questions about defining moments in basketball. Trivia questions will be updated weekly with a leader board to keep track of the best times and correct answers.

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At the conclusion of the eight-week challenge, the overall leader board winner will win a four-day, all-expenses paid trip to New York for two to visit the set of ESPN's "NBA Shootaround", have lunch with ESPN studio hosts and take a day-trip to Bristol, CT to tour the ESPN studios. Weekly leader board winners will receive prize packs consisting of an ESPN duffel bag, fleece, t-shirt, hat and more. All those who play are entered for a chance to win a new 2005 Kia Spectra5.

To help promote the sweepstakes and Spectra5, Kia will leverage ESPN's broad range of multi-media channels including TV, ESPN Radio, ESPN The Magazine, ESPN.com and ESPN Zone restaurants.

In addition to television, radio and print ads, Kia will have a brand presence at ESPN Zone restaurants across the nation throughout the month of May. Restaurant employees will be outfitted with co-branded ESPN/Spectra5 jerseys and in-store merchandising will be featured throughout ESPN Zone restaurants. Additionally, Spectra5 vehicle displays will be showcased at ESPN Zone restaurants in Atlanta, Baltimore and Denver throughout Memorial Day weekend, while a display in Las Vegas will be featured from May 21-23.

Kia Motors America is the sales, marketing and distribution arm of Kia Motors Corp. in Seoul, South Korea. For more information, including photography, visit www.kiamedia.com.

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