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KIA PARTNERS WITH THE LORD OF THE RINGS

New Line Home Entertainment Taps Kia as Exclusive Automotive Partner

IRVINE, Calif., June 4, 2002 -- Kia, one of America's fastest-growing automotive brands, joined in partnership with New Line Home Entertainment to be the exclusive automotive partner in the much-anticipated home video and DVD release of "The Lord of the Rings: The Fellowship of the Ring." The promotion will be one of the cornerstones of the marketing efforts surrounding the launch of Kia's all-new Sorento SUV, which will go on sale this summer at more than 600 Kia retailers nationwide.

Kia is developing a comprehensive, integrated advertising and promotional campaign in conjunction with the August 6 VHS/DVD release of New Line's "The Lord of the Rings: The Fellowship of the Ring," the blockbuster hit of 2001 and the recipient of four Academy Awards®.

New Line Home Entertainment will promote the new Sorento in its extensive advertising and merchandising campaign for the VHS/DVD release, and Kia will promote the VHS/DVD release via a test drive promotion that will be communicated in television, print, Internet and dealership point-of-sale materials.

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Kia and the Sorento will be prominently featured in all aspects of the promotion including the inside and outside packaging of the home VHS/DVD, in-store displays at top retailers, on multiple locations and pages on America Online (AOL), and on the movie's official website www.lordoftherings.net.

"This promotion is going to extend our brand awareness and help introduce Kia to a whole new market segment of potential buyers," said Wally Anderson, Kia's vice president of marketing. "We enjoyed great success with last year's 'Shrek' promotion and anticipate the tie-in with 'The Lord of the Rings' will help us expand that success."

The ads and promotional marketing program will be designed to build showroom traffic by leveraging the highly anticipated VHS/DVD release of the popular film.

Individuals who test-drive the new Kia Sorento or any Kia model between August 6th and September 30th, 2002, will receive by mail a free copy of the "The Lord of the Rings: The Fellowship of the Ring" home video or DVD courtesy of Kia.

In addition to the ad campaign, New Line is executing a national on-pack/on-line instant win game on early shipments of the movie. The Kia Sorento and a trip for two to New Zealand, the location of "The Lord of the Rings" filming, will be awarded as grand prize.

"The Lord of the Rings: The Fellowship of the Ring" promotion was planned by East West Creative, who will develop and manage promotion tactics and details, while being supported with creative for TV and print by davidandgoliath, Kia's advertising agency.

Kia Motors America is the U.S. sales, marketing and service arm of Kia Motors Corp. in Seoul, Korea. For more information on Kia, visit kiamedia.com.

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