



Kia Motors America, Inc. | Alex Fedorak
111 Peters Canyon Road | 949.468.4813
Irvine, CA 92606 | Afedorak@kiausa.com
Kiamedia.com

News Release

Shelby Hunt
Zeno Group for Kia Motors America
310.566.3985
Shelby.Hunt@zenogroup.com

KIA MOTORS AMERICA TEAMS WITH ZYNGA®'S PETVILLE GAME TO ALLOW PLAYERS TO CREATE THEIR OWN KIA SOUL “THIS OR THAT” COMMERCIAL

Interactive Social Media Experience Allows PetVille Players to Share Creativity with Friends

- Adored Kia Soul hamsters focus of latest social media engagement application
- Kia Motors continues to expand in the social media realm

IRVINE, Calif. – June 24, 2010 – Solidifying its position in social media, Kia Motors America (KMA) is furthering its online presence by teaming up with marketing agency SocialVibe and the popular Facebook®-hosted game *PetVille*, created by leading online game provider Zynga. Building on the popularity of the beloved Kia Soul hamsters from the latest “This or That” ad campaign, *PetVille* users can become well-known mix masters themselves by creating “mash-ups” of the ad that can be shared with their online friends. KMA is the first automotive manufacturer to partner with Zynga and SocialVibe on such an application, which will run through the end of July.

“The immense popularity of the latest Kia Soul ad, especially with the Gen-Y crowd, made it an obvious fit for the popular *PetVille* game,” said Michael Sprague, vice president, marketing of KMA. “Soul already has been well-received on Facebook and in social media, and we felt that integrating with Zynga’s *PetVille* was the perfect platform to introduce the vehicle and the brand to new consumers in Soul’s target demographic, in a fun and engaging way.”

The interactive application, found at the bottom of the *PetVille* game page, invites users to click on an icon taken from the “This or That” spot to create their own Soul mash-up video. Upon entering the application, the Soul ad will start rolling and the user will be prompted to cut and mix their own cut of “This or That” by dragging five-second clips into a six-spot timeline. Once complete, they can playback their ad, which will play to the same theme music as the original spot. Members then will have the opportunity to post their work of art on their Facebook profile to share with their friends. In addition to creating their own Soul music video, participants also will receive *PetVille* cash in return for their interaction, which is typically only available through game play or by purchase.

Kia Soul Hamster Application on PetVille

Page 2 of 3

“When partnering with brands for online games, we really want to advocate for the consumer to come up with something they would relate to and enjoy,” said Brennan Beyer, vice president, national sales of SocialVibe. “Facebook and *PetVille* have a specific consumer and we felt that the funky Kia Soul ad was really the perfect fit.”

The “This or That” campaign, the latest chapter of the Kia Soul hamster story, depicts the loveable creatures driving through city streets to the tune of the hip-hop song “The Choice is Yours” by The Black Sheep, cleverly comparing “This,” the funky and uniquely styled Soul, to “That,” a number of boring and mundane appliances on wheels, cardboard boxes or hamster wheels. The new spot debuted on cable at the end of May and can be seen in theaters and online.

Facebook ® is a registered trademark of Facebook Inc.

Kia Motors America in 2010

Kia Motors is in the midst of a dramatic, design-led transformation, which has been delivering dynamically styled vehicles in several important segments at exactly the right time, contributing to the brand’s continued gains in U.S. market share. With four new vehicle introductions and several other key initiatives planned for 2010, Kia is poised to continue its momentum and will continue to build the brand through design innovation, quality, value, safety features and with new technology such as UVO powered by Microsoft^{®1} infotainment system (expected to be available in select Kia models in the U.S. beginning later this year). The launch of the 2011 Sorento CUV, the official vehicle of the NBA and the first vehicle to be assembled² at Kia’s first U.S.-based manufacturing facilities in West Point, Georgia, further enhances the lineup, and is now in dealerships.

About Kia Motors America

Kia Motors America (KMA) is the marketing and distribution arm of Kia Motors Corporation based in Seoul, South Korea. KMA offers a complete line of vehicles through more than 700 dealers throughout the United States. For 2009, KMA recorded its 15th consecutive year of increased U.S. market share and recently achieved its best quarter of sales ever. Kia Motors subscribes to a philosophy of building high value, high quality, safe and dynamic vehicles. Kia Motors prides itself on producing vehicles that are exciting and enabling and evoke the Kia tagline “The Power to Surprise.”

Kia Motors America is the “Official Automotive Partner of the NBA.” Information about Kia Motors America and its full vehicle line-up is available at its Web site – www.kia.com. For media information, including photography, visit www.kiamedia.com.

¹ Microsoft is a registered trademark of Microsoft Corporation in the United States and/or other countries.

² Kia vehicles assembled at the Kia U.S. plant are assembled in the U.S. with U.S. and globally sourced parts.

About SocialVibe

The SocialVibe Network provides an effective way for brands to reach, engage, and spread messages through a targeted audience of consumers and advocates in social media.

SocialVibe recognizes that in social media, individuals hold the key to generating attention and influence that brands need. Through SocialVibe's advertising model, brands have a unique way of interacting with individuals and accessing the content they create.

About Zynga

Zynga has over 230 million monthly active users playing its games. These games include *FarmVille*, *FrontierVille*, *Treasure Isle*, *Zynga Poker*, *Mafia Wars*, *YoVille*, *Café World*, *FishVille* and *PetVille*. Zynga games are available on Facebook, MySpace, Yahoo! and the iPhone. Through Zynga.org, Zynga players raised over \$3 million for world social causes. Zynga is headquartered in Potrero Hill in San Francisco. For more information, visit www.zynga.com or www.zynga.org.

###