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News Release

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KIA MOTORS AMERICA LAUNCHES “GO HAMSTER GO!” APPLICATION ON FACEBOOK PLATFORM

Members Can Compete with Kia Soul Hamsters in Augmented Reality Automotive Game

- Game-changing Soul is focus of first Kia Motors augmented reality application
- The Kia Soul continues its growth in social media, beating boxy and cube-like competitors

IRVINE, Calif. – Aug. 4, 2009 – Kia Motors America (KMA) today lets loose the paw-tapping, music-loving hamsters seen in its recent advertising campaign and unveils its “Go Hamster Go!” Facebook® application and continues launch momentum of the uniquely styled all-new 2010 Kia Soul urban passenger vehicle. Go Hamster Go! marks Kia Motors’ first-ever augmented reality game and first Facebook application. Demonstrating leadership in the online space, the Kia Soul application allows passionate fans the opportunity to have fun with the captivating vehicle using the popular, head-bobbing hamsters. The application is available now on the Kia Soul Facebook Page, www.facebook.com/kiasoul, through the ‘Go Hamster Go!’ tab.

The interactive application places any Facebook user with a Webcam-enabled computer into the game, allowing them to race against the clock in an augmented reality experience with the Soul ad campaign hamsters. Using facial recognition technology, the player controls the competition with his or her face using a virtual magnet that “connects” to his or her forehead. The object of the game is to grab a hamster with the magnet as it comes off of a conveyer belt and place it into a Soul as an onscreen clock ticks down.

Each hamster wears a colored t-shirt mirroring a Soul paint color (Java, Alien Green, Molten, etc.), and when the player successfully drops a hamster into a Soul, the car turns into that color and drives away, while the next empty Soul arrives. The exit window lists the final score as well as the many exciting personalization options the user managed to add to the Soul. Users can post their scores on a Soul leader board as well as challenge friends to compete and beat their scores.

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“Soul’s energetic personality is a natural fit for this application and helps keep the vehicle top of mind with fans,” said Michael Sprague, vice president, marketing of KMA. “With a significant number of Facebook fans, the Kia Soul continues to be popular in the social media space, and we feel that this is the perfect platform to launch such an application as it hits Soul’s target demographic in a fun and interactive way.”

The application was created by digital marketing agency Total Immersion in association with marketing agencies Initiative and David & Goliath.

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 630 dealers throughout the United States. For 2008, KMA recorded its 14th consecutive year of increased U.S. market share. 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.

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