

NEWS



Kia Motors America, Inc. 111 Peters Canyon Road / Irvine, CA 92606-1790 / Ph:(949) 468-4800 / Fax:(949) 468-4515

FOR IMMEDIATE RELEASE

Contact: Alex Fedorak
Kia Motors America
(949) 468-4813

**KIA MOTORS OFFERS AMATEUR TENNIS PLAYERS AN OPPORTUNITY
TO PLAY FOR TEAM USA AT THE KIA AMATEUR AUSTRALIAN OPEN**

***Qualifying Events Held in Atlanta, Boston, Chicago and Phoenix;
U.S. Champions Will Play in the 2008 World Finals in Melbourne***

IRVINE, Calif., August 15, 2007 – This fall, Kia Motors will provide United States amateur tennis players with an opportunity to represent their country as a member of Team USA at the World Finals of the Kia Amateur Australian Open (KAAO) in Melbourne, Australia.

Four qualifying tournaments, sponsored by Kia Motors America and local Kia dealerships, will produce eight semifinalists (4 male; 4 female), who will face-off this November in Atlanta to determine a male and female champion who will represent the U.S. at the KAAO in January 2008. Qualifying events will be held at the following locations:

- Boston: Weymouth Club (Sept. 28-30)
- Atlanta: BridgeMill Tennis Club (Oct. 3-7)
- Phoenix: Paseo Racquet Center (Oct. 5-7)
- Chicago: South Barrington Club (Oct. 5-7)
- U.S. Finals: BridgeMill Tennis Club (Nov. 8-11)

- more -

Qualifying events are open to amateur participants age 21 and older, who can register at each event's host club. Any player who has earned a point in an ATP and/or WTA event is ineligible to compete in the amateur tournament.

"Kia is proud to sponsor KAAO and provide amateur athletes with a once-in-a-lifetime opportunity to compete on a world stage at one of the world's premier tennis venues," said Ian Beavis, vice president, marketing, Kia Motors America. "It is an exhilarating experience for the players and fans."

In addition to the KAAO, Kia Motors is the major sponsor of the Australian Tennis Open - one of four Grand Slam tournaments -- and is also an official sponsor of the Davis Cup, the largest annual international team competition in the sport.

Kia Motors America – the sales, marketing and distribution arm of Kia Motors Corporation in Seoul, South Korea – offers a complete line of vehicles through more than 630 dealers throughout the United States. For more information, including photography, visit www.kiamedia.com.

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