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KIA TEAMS WITH SHREK FOR MINIVAN PROMOTION

Family Movie to Promote Family Vehicle

IRVINE, Calif., Oct. 17, 2001 -- Kia, one of America's fastest-growing automotive brands, will team with the popular family movie, "Shrek," to help promote its already hot-selling Kia Sedona minivan.

Kia has assembled a comprehensive, integrated advertising and marketing campaign on behalf of its brand new Sedona minivan, in conjunction with the Nov. 2 VHS/DVD release of DreamWorks' "Shrek," which has already become the highest-grossing film of the year. The campaign will feature TV and print ads running nationally later this month and in November, as well as an interactive email component to support dealer traffic during the holiday season.

"By incorporating the 'Shrek' characters into our highly targeted message, we are able to reach the Kia Sedona's key audience – families – in an entertaining and high-profile manner," said Rick Weisehan, Kia's director of marketing. "The Sedona is in the

midst of one of the most successful new vehicle launches this year, and now it will be coupled with the most successful movie of the year.”

The ads and promotional marketing program were designed to build showroom traffic by leveraging the highly anticipated VHS/DVD release of the popular animated film. Individuals who test-drive the Kia Sedona between now and Dec. 31 (or while supplies last) will receive by mail a free copy of the “Shrek” home video courtesy of Kia. This premium will begin being fulfilled with the release of the “Shrek” VHS/DVD in November.

The “Shrek” promotion was planned by davidandgoliath, Los Angeles, Kia’s advertising agency, in an alliance with East West Creative, which created and managed the promotional aspects of the campaign. The TV and print ad campaign will feature an original storyline while incorporating characters and scenes directly from the hit film.

In addition to the ad campaign, early shipments of the movie will include “Instant Win” cards offering the 2002 Kia Sedona as a featured prize. Ultimately, five Sedonas will be given away as part of this nationwide sweepstakes.

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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