



NEWS

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FOR IMMEDIATE RELEASE

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KIA SELECTS DAVIDANDGOLIATH AS ADVERTISING AGENCY

IRVINE, Calif., December 14, 2004 – Kia Motors America (KMA) today announced that it has concluded its advertising agency review and has selected davidandgoliath (Los Angeles), the company’s current agency-of-record.

Davidandgoliath was one of four agencies that participated in the final round of the agency review. The other finalists were: Cramer-Krasselt (Chicago); GSD&M (Austin, TX); Kirshenbaum Bond & Partners (New York).

"Each of the finalists displayed impressive credentials and put forth a great effort during the agency review," said Peter M. Butterfield, president and chief executive officer of Kia Motors America. "Davidandgoliath and Kia have partnered together during this company’s recent growth and we look forward to moving forward together."

Kia Motors America is the U.S. sales, marketing and service arm of Kia Motors Corp. in Seoul, South Korea.

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