



NEWS

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KIA CEO PETER M. BUTTERFIELD

NAMED TO HOAG HOSPITAL FOUNDATION BOARD

Irvine, CA- December 29, 2003 – Hoag Memorial Hospital Presbyterian, Orange County’s only independent, not-for-profit hospital, has announced the election of Kia Motors America, Inc. (KMA) President and CEO Peter M. Butterfield to the Hoag Hospital Foundation Board of Directors.

Butterfield, who will serve a three year-term, brings a strong commitment to corporate and personal philanthropy to the position. He also sits on the Boards of the Association of International Automobile Manufacturers (AIAM – Washington D.C.), Automotive Youth Education Systems (AYES – Detroit, MI), as well as Kia Motors America. Butterfield serves on the Executive Committee of the Association of International Automobile Manufacturers, Inc. (AIAM) and is a member of the Harvard Business School Alumni Association of Orange County.

“Kia’s North American corporate headquarters are located here in Orange County and I feel it is incumbent upon KMA, as well as myself personally, to support organizations such as Hoag Hospital. We are fortunate to have a world-renown, first-class medical facility right in our own backyard,” states Butterfield. “Hoag does a superb job of supporting the community and we owe them a debt of gratitude.”

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The KIA logo is a red oval with the word "KIA" in white, bold, sans-serif capital letters.

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Butterfield, a resident of Laguna Hills, joined KMA in November 2001 as executive vice president and was accorded the title of chief operating officer six weeks later. He was named KMA president and chief executive officer in January 2003. Since assuming his post, Butterfield has led the company to considerable success, including record sales throughout 2002 and 2003. Prior to joining Kia, he held senior executive positions at both Ford and Volvo.

Born in Evanston, Ill., Butterfield received a bachelor degree in psychology from Northern Illinois University and graduated from the Harvard Business School Advanced Management Program.

Kia Motors America is the sales, marketing and distribution arm of Kia Motors Corp. in Seoul, South Korea. For more information, visit www.kiamedia.com.

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