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News Release

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KIA'S MUSIC-LOVING HAMSTERS NAMED FIRST-EVER "ROOKIE OF THE YEAR" IN ANNUAL MADISON AVENUE ADVERTISING WALK OF FAME PUBLIC VOTE

Popular Hamsters Have Danced and Paw-Tapped Their Way to Iconic Status

IRVINE, Calif., October 5, 2011 – Since bursting on the scene in 2009 to announce the arrival of the funky Soul urban passenger vehicle, Kia Motors' lovable hamsters have resonated with consumers and critics while entertaining the young and the young-at-heart in movie theaters, on television and across the web. In recognition of the public's quick embrace of the campaign, the Madison Avenue Advertising Walk of Fame honored Kia's hamsters yesterday with its first-ever "Rookie of the Year" award.

"In just two years the hamsters have become pop culture icons and driven record sales for the Soul and the Kia brand," said Michael Sprague, vice president, marketing & communications, KMA. "The Soul and its advertising were designed to stand out in a sea of sameness, and this 'Rookie of the Year' honor is a tribute to the hamsters' viral success and ability to grab the attention of consumers looking for something with a unique style and personality."

Each campaign starring the hamsters was created by Kia Motors America's (KMA) advertising agency of record, David&Goliath, and received numerous accolades including Nielsen's "Automotive Ad of the Year" two years in a row and Silver and Gold Effie awards. The most recent installment, titled "Share Some Soul," finds three hamsters bringing style and flair to a dark and dreary scene with LMFAO's hit song "Party Rock Anthem" blasting from the speakers and quickly capture the attention of battling robots when they emerge from their Soul and begin performing the latest dance trend – shuffling. The Hamsters' positive energy causes the alien robots and humanoids to stop fighting, drop their weapons and shuffle and party together.

Collectively, the "A New Way to Roll," "This or That" and "Share Some Soul" campaigns have contributed to significant increases in consumer awareness, perception and consideration of the Kia brand in the U.S., attracted millions of online views and helped KMA recently surpassed its all-time best annual sales total in less than nine months.

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 745 dealers throughout the United States and serves as the "Official Automotive Partner of the NBA." In 2010, KMA recorded its best-ever U.S. sales and 16th consecutive year of increased U.S. market share. Kia is poised to continue its momentum and will continue to build the brand through design innovation, quality, value, safety features and new technologies.

Information about Kia Motors America and its full vehicle line-up is available at its website – www.kia.com. For media information, including photography, visit www.kiamedia.com.

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