



## **Kia Motors Premieres Super Bowl Ad Across National CineMedia (NCM)'s Movie Theater Network**

### ***Fast-Growing Automaker's 60-Second "Drive the Dream" Spot to Debut on Feb. 2 on Over 18,000 Movie Screens Nationwide***

Centennial, Colo. – Jan. 25, 2012 – In a Super Bowl advertising first, Kia Motors America's (KMA) complete "Drive the Dream" ad will premiere on Feb. 2 on more than 18,000 movie screens nationwide in National CineMedia's *FirstLook* pre-show program before airing in the game.

Kia's new 60-second commercial taps into the idea of dreams revealing true desires, and portrays the new 2012 Optima Limited amid a Gen X couple's wildest thoughts as they sleep – including supermodel Adriana Lima waving the checkered flag at a race track, an in-your-face Mötley Crüe concert, MMA fighter Chuck Liddell battling in the octagon, a heroine and hunk riding a horse in a storybook setting, and champion bull rider Judd Leffew taming a bucking rhinoceros – before concluding with a romantic ending. The spot was created by David&Goliath and directed by Noam Murro, director of the upcoming Warner Bros. and Legendary Pictures' "300" prequel.

To build anticipation for its Super Bowl spot's big screen debut, Kia will kick things off with 15-second teaser ads featuring Adriana Lima on TV and in movie theaters on Jan. 27. Kia's cinema advertising strategy is part of a fully integrated marketing campaign incorporating TV, cinema, digital, print, social media and in-dealership components.

"Super Bowl spots are the blockbusters of the advertising world, so the big screen is an ideal way for Kia to generate major buzz in advance of the big game," said Cliff Marks, president of sales and marketing with National CineMedia (NCM). "This historic advertising first should really score with Super Bowl weekend movie audiences. Not only can cinema generate great brand awareness, but it can significantly boost the ROI of Kia's overall campaign."

NCM's *FirstLook* pre-feature program showcases top entertainment content along with advertising, providing both a high-quality entertainment experience for patrons and an effective marketing platform for advertisers. Designed with the audience in mind, *FirstLook* ends approximately at the advertised movie show time, when the film trailers and feature film begin.

"The Super Bowl is the marketing event of the year and as an advertiser we are always looking for new and innovative ways to raise awareness and generate excitement before during and after the game, and being the first advertiser to debut a spot before it airs on Sunday is a huge opportunity for the Kia brand," said Michael Sprague, vice president, marketing & communications, KMA.

#### **About National CineMedia (NCM)**

[NCM](#) operates NCM Media Networks, a leading integrated media company reaching U.S. consumers in movie theaters, online and through mobile technology. The [NCM Cinema](#)

[Network](#) and [NCM Fathom](#) present cinema advertising and events across the nation's largest [digital in-theater network](#), comprised of theaters owned by AMC Entertainment Inc., Cinemark Holdings, Inc. (NYSE: CNK), Regal Entertainment Group (NYSE: RGC) and other leading regional theater circuits. NCM's theater advertising network covers 176 Designated Market Areas® (49 of the top 50) and includes over 18,300 screens (17,300 digital). During 2010, approximately 700 million patrons attended movies shown in theaters in which NCM currently has exclusive, cinema advertising agreements in place. The [NCM Fathom Events](#) broadcast network is comprised of nearly 700 locations in 165 Designated Market Areas® (all of the top 50). The [NCM Interactive Network](#) offers 360-degree integrated marketing opportunities in combination with cinema, encompassing 42 entertainment-related websites, online widgets and mobile applications. National CineMedia, Inc. (NASDAQ: NCMI) owns a 48.7% interest in and is the managing member of National CineMedia LLC. For more information, visit [www.ncm.com](http://www.ncm.com).

### **About Kia Motors America**

Kia Motors America 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 755 dealers throughout the United States and serves as the "Official Automotive Partner of the NBA." In 2011, KMA recorded its best-ever annual sales total and became one of the fastest growing car companies in the U.S. Kia is poised to continue its momentum and will continue to build the brand through design innovation, quality, value, advanced safety features and new technologies.

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

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