

NEW ATTIK WEBSITE FOR SCION'S "UNITED BY INDIVIDUALITY" CAMPAIGN EARNS COMPANY ITS THIRD FAVOURITE WEBSITE AWARDS "SITE OF THE DAY" HONOR

SAN FRANCISCO – (Aug. 25, 2008) – Global creative and brand-engineering agency ATTIK (www.attik.com) and Scion are very proud to announce that the recently launched website for the new "United By Individuality" campaign will be honored as today's "Site of the Day" on the prestigious Favourite Website Awards (FWA) site, which is online at TheFWA.com.

The "United By Individuality" campaign pays tribute to Scion owners and the broader Scion community. With the campaign's creative approach ambitiously calling for hundreds of Scion owners to unite earlier this year with their xAs, xBs, tCs and xDs for a massive photo and film shoot in the Nevada desert, the results have debuted over the past several weeks in various integrated campaign elements, including a 60-second cinema/television spot called "Declaration," as well as in print and online media.

The Scion United website (www.scion.com/scionunited) went live with new content on Aug. 8, which was developed and produced by ATTIK. Using the campaign's media and event imagery, the website further celebrates the owners and their roles in the campaign and the Scion community. The innovative interface presents visitors with a "pixelized" version of the campaign's "Declaration" spot, with each pixel representing unique content available for review, downloading and sharing. The site allows owners to re-live their event experiences and download images of their personalized cars. Campaign print and broadcast elements are also integrated and available for download, along with other digital offerings like screensavers customized with owners' cars. The ability to share content from the site presents visitors with unique opportunities to connect with each other.

"This is a real honor and I think both our internal team and our clients at Scion deserve a lot of credit," said ATTIK co-founder and creative director Simon Needham. "Over the past two years, the ability to offer our own web development and production resources grew from an idea into a proven capability. We thank our clients for having the vision and bravery to allow us to produce this type of breakthrough work."

In March of 2007, ATTIK earned its very first FWA Site of the Day award for its www.want2Bsquare.com site promoting the 2008 Scion xB. That distinction was followed by their www.littledeviant.com site for the 2008 Scion xD being named FWA Site of the Day on July 2, 2007. The latter site was also short-listed for this year's annual Webby Awards, and at the 2008 Cannes Lions International Advertising Festival.

Based in England, FWA is the world's most visited website award program, earning over a million visits per month (averaging 42,000 on weekdays) and over 40 million visits since its launch in May, 2000. The popular site attracts a new visitor every two seconds.

Along with Simon Needham, ATTIK's project team for the "United By Individuality" campaign also included VP interactive media Justin Smyth, senior interactive account manager Robyn Glennon, and senior interactive art director Mike Daniel, among many others.