

ATTIK'S "RARE METAL" INTEGRATED CAMPAIGN FOR LIMITED-PRODUCTION xB RELEASE SERIES 5.0 FEATURES GUERILLA AND ONLINE ALCHEMY

SAN FRANCISCO – (Feb. 19, 2008) – Together with Scion, global creative and brand-engineering agency ATTIK (www.attik.com) today detailed their multifaceted marketing campaign promoting the first limited-production Scion for 2008: the xB Release Series 5.0 (xB RS 5.0).

As announced by Scion last month, only 2,500 xB RS 5.0s will be produced, with each one featuring dazzling Gold Rush Mica exterior paint and accented interior trim, a KenStyle® body kit, a moonroof, RS wheel covers and individually numbered badging. Under the direction of ATTIK's Co-Founder and Creative Director Simon Needham, the agency's team worked closely with Scion to create and launch a new integrated marketing campaign promoting these unique vehicles, which become available this month. The online component debuted on Saturday, Feb. 16, in support of the campaign's guerilla activities, which kicked off on that day.

"For our campaign, we are treating these vehicles as priceless valuables," Needham explained. "In selected neighborhoods across the U.S., street teams in security uniforms will appear driving campaign-branded armored transports. Street team members (provided by New York-based Massivemedia) will provide giveaways that allow recipients to access a password-protected area of the microsite we've produced – where they can download a screensaver, instant messaging icons and a desktop background. Visitors can also learn more about the model and access other original content."

"This is the first time Scion is using street teams to bring attention to a Release Series vehicle," said Jack Hollis, Scion vice president. "We love the eye-catching color and couldn't resist playing off of the xB Release Series 5.0's gold theme. We'll continue to engage young trendleaders and brand enthusiasts with fun, creative and non-traditional campaigns like this."