

ATTIK PROMOTES LIMITED-PRODUCTION SCION tC RELEASE SERIES 4.0 WITH “OUT OF REACH” INTERACTIVE BILLBOARDS AND ONLINE CAMPAIGN

SAN FRANCISCO – (Mar. 12, 2008) – Together with Scion, global creative and brand-engineering agency ATTIK (www.attik.com) today detailed their multifaceted marketing campaign promoting the limited-production Scion tC Release Series 4.0 (tC RS 4.0).

Scion announced that only 2,300 tC RS 4.0 will be produced, with each one featuring numerous VIP enhancements, including Galactic Gray Mica exterior paint, Alcantara® front and rear seats embroidered with “tC RS 4.0,” a DAMD body kit, upper grille, and individually numbered badging. ATTIK’s account team once again worked closely with Scion to create and launch a carefully integrated marketing campaign specifically to promote this unique vehicle, which is available this month.

“We’ve found some interesting ways to effectively promote the limited availability of the tC Release Series 4.0,” said Simon Needham, ATTIK Co-Founder and Creative Director. “Beginning on March 15, in Chicago and New York, people walking downtown will encounter our custom, large-format interactive billboards, which use the retail storefront ad platform from New York-based InWindow Outdoor. Following our ‘Out of Reach’ campaign theme, the cars will appear in the window displays, but as people move closer, the cars will move away from them.”

“This campaign shows Scion’s wit and fun as a brand,” said Jack Hollis, Scion vice president. “We’re excited to use interactive billboards as another way to engage consumers. We can’t wait to see their reaction as the tC 4.0 demonstrates just how ‘Out of Reach’ it is.”

Under ATTIK’s direction, New York-based malbon Brothers Farms (mBF) handled outdoor media for this project, securing the specific locations for the interactive billboards at 630 North Rush Street in Chicago, which is centrally located to the John Hancock Building, Millennium Park, Navy Pier, and River North, and 1033 6th Avenue in Manhattan, steps away from the New York Public Library and Bryant Park. Street teams provided by mBF will also be actively engaging consumers in the same areas on March 15 and 16, and the following weekend, distributing a custom hipster city guide book highlighting cool new places in both cities.

Zenith Optimedia handled the media buy for tC Release Series online banners. “Our banner ad campaign will also begin appearing on targeted sites at the same time,” Needham added, “featuring a similar creative approach, where moving your mouse over the ad will cause the cars to move away. Along with designing the billboards, the guide book giveaway and street team uniforms, our team also created the campaign’s banners and custom landing page microsite at www.scion.com/RStC.”