

For Immediate Release

**BREAKING SCION IN-CINEMA/TELEVISION
BRAND CAMPAIGN INSPIRES WITH
STUNNING AUDIOVISUAL ALCHEMY**

**Creative Agency ATTIK Enlists Top Design, VFX and
Music/Sound Players to Inspire Buyers to Personalize**

SAN FRANCISCO – (June 5, 2006) – Global creative agency ATTIK today detailed the new cinema and broadcast elements of its latest campaign deliverables for Scion. The three :30 spots entitled “xA Shadow,” “xB Swarm” and “tC Shark” are set to debut in national broadcast venues today, and a :60 version that combines “Shadow” and “Swarm” debuted in theaters across the U.S. on May 26. Each spot was directed by Simon Needham, ATTIK co-founder and group creative director.

“These spots are an innovative, clever, and distinctive way to illustrate the idea of personalization through accessorization, and that inspiration can come from anywhere,” explained Deborah Senior, Scion’s national marketing and communications manager.

“These new spots were inspired by our passionate owners, added Mark Templin, Scion vice president. “They find inspiration for personalization in the most amazing places. We wanted to celebrate their imagination and creativity.”

Creatively illustrating the notion of “inspiration from anywhere,” each spot begins with a live-action version of one of Scion’s models in a modern city, which is then transformed into a colorful, animated urban environment in which each vehicle customizes itself using elements from its surroundings. Each spot’s action then transforms back to reality, presenting a tricked-out version of each vehicle.

Bringing each spot to life was an amazingly intricate process in itself. Needham and his team, including creative director Wayne Hanson, design director Stan Zienka, copywriter Ariel Lustig and senior producer Michele Morris, began by creating detailed scripts, storyboards and an artful plan to make each spot shine. After an extensive global search to find the right location, Needham and his crew traveled to Bangkok to film the live-action for each spot, which was photographed with director of photography Daniel Ardilley, who has worked with Needham on several Scion spots in the past.

Cutting-edge animation, a staple of Scion’s award-winning broadcast elements, once again took a leading role in these new spots. “Each Scion model has its own personality,” Needham said, “so for each of these spots, we sought out a unique animation company to add a distinct look to the respective design elements. Working with the teams at Blind for Shark, Shilo for Shadow and Stardust Studios for Swarm, we provided a lot of guidance up front, and from there, each company gave solid input on creative direction and contributed greatly to the aesthetics of each finished spot.”

Santa Monica-based animation and visual effects company Hydraulx, famous for its effects work on recent blockbuster films including "Terminator 3," "The Day After Tomorrow," "Fantastic Four," "Poseidon" and "X-Men: The Last Stand," handled extensive 2D and 3D effects on each spot. Also, for the end-shot of each tricked-out Scion, Needham envisioned the use of CGI vehicles, and knew that the addition of environmental reflections was the key to making each animated vehicle look real. Specifically to support this project, Hydraulx purchased a High Dynamic Range Imaging (HDRI) camera system to capture 360-degree, high-resolution photos of each location, which were then used in the final renders of the CGI Scion models at the end of each spot.

Along with Templin and Senior, Scion's team also includes corporate manager Steve Haag and advertising/media manager Andrea Lim. ATTIK's Scion account director is Charlie Adams, and Joseph Segrove served as assistant producer. Additional credits for live-action production company Hazel Films include executive producer Jamee Natella and line producer Jordon Winter. The music for each spot was composed by artists at bicoastal Face the Music. Full project credits are available upon request.