

For Immediate Release

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JM&A Group Partners with Kia Motors America to Provide Industry-Leading Extended Service Contracts

Deerfield Beach, Fla. -- JM&A Group (JM&A) today announced, in association with Kia Motors America (KMA), a new opportunity for Kia owners to supplement Kia's industry-leading warranty with an industry-leading extended service contract provided by JM&A. The contracts are backed with customer support by JM&A, who for nearly 30 years has helped automobile dealers achieve unsurpassed levels of finance and insurance (F&I) performance in the retail automotive industry. In addition, for the first-time ever, Kia dealers now have a certified

pre-owned program specifically designed to work with every department within the dealership to increase profit and strengthen the dealer's position in the used car marketplace.

Kia-branded extended service contracts for both new and used vehicles will be available for up to 125,000 miles in recognition of Kia's above industry average reliability and durability. There are four different products available: Kia Protection Plus, Kia Care, Kia Road Hazard Tire, and Kia Certified Pre-Owned. All four products provide added value in that services start at the time of contract execution; plans are transferable with the title; and customers can be covered for up to 125,000 miles, depending upon the plan, age and mileage of the vehicle.

"As an industry leader in automotive finance and insurance, JM&A Group is committed to dealer profitability and customer service - and we recognize that both are vital components of successful partnerships," said Forrest Heathcott, president of JM&A Group. "We are pleased that Kia Motors America has chosen JM&A to provide dealers with the best F&I products for their customers. We believe that this initiative is a win-win for all involved."

"Kia is pleased to offer this additional benefit to our customers," said Tom Leimkuhler, vice president, Parts of Kia Motors America. "The extended service contracts further demonstrate our confidence in the quality and reliability of our new and used vehicles."

Kia Protection Plus offers mechanical failure coverage for current model year vehicles plus nine previous model years. Customers will have a variety of coverage and deductible options from which to choose, including a plan with a \$0 deductible.

Kia Care is a pre-paid standard maintenance plan. Services include lube, oil and filter change, clean and adjust brakes and multi-point inspection.

Kia Road Hazard Tire repairs or replaces a damaged tire and wheel if the damage is a direct result of a road hazard. The plan also covers resetting the tire pressure monitor system.

Kia Certified Pre-Owned offers a comprehensive certified program for all Kia used vehicles, up to five model years old and 60,000 miles. Benefits include a long-term 10-year/100,000 mile powertrain limited warranty, providing the same length of coverage as a new Kia. Wrap service contracts – which add to existing coverage – are also available.

“Kia branded” extended service contracts offer up to 10 term/mileage options available based on age and mileage of the vehicle. Should a customer sell his or her vehicle, he or she will have the option of transferring the remaining contract term to the new buyer. A major benefit to customers of the transfer option is increased vehicle resale value.

For customer convenience, the cost of the selected plan may be included in the financing of the vehicle. Customers are not required to pay for repairs and wait for reimbursement. Instead, direct payments are made to the servicing dealership. The extended service contracts include national coverage anywhere in the U.S., its possessions and territories, and Canada.

Attached photo: Kia Motors America President and CEO Len Hunt (right) receives a commemorative gift marking the agreement from JM&A Group Vice President of Strategic Alliances Mike Casey (second from left) and Director of Strategic Alliances Rick Bale (left).

About JM&A Group

JM&A Group (www.jmagroup.com <<http://www.jmagroup.com/>>) is one of the largest independent providers of finance and insurance (F&I) products in the automotive industry. The group of four companies provides over 2,500 automotive dealerships and retail automotive outlets, which represent virtually all manufacturer makes and models, with a variety of products such as new and used vehicle protection plans, used vehicle certification programs, pre-paid maintenance plans, GAP protection programs, and F&I training for sales, service departments and used car sales operations and consulting services. With almost 30 years experience, JM&A Group’s inter-related companies sold over 2.3 million vehicle-related service and maintenance contracts in 2006. JM&A Group is a division of JM Family Enterprises, Inc. (JM Family) (www.jmfamily.com <<http://www.jmfamily.com/>>) of Deerfield Beach, Fla., an \$11.1 billion diversified automotive company ranked by Forbes as the 22nd largest privately owned company in the U.S. JM Family is currently ranked by FORTUNE® as one of the 100 Best Companies to Work For, its ninth consecutive year on the list. It has also appeared on the InformationWeek 500 list of leading technology innovators for five consecutive years [2007-2003].

About Kia Motors America

Kia Motors America – the sales, marketing and distribution arm of Kia Motors Corporation in Seoul, South Korea – offers a complete line of vehicles through more than 630 dealers throughout the United States. For more information, including photography, visit www.kiamedia.com.

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