

Media Release

Police Leaders Demand Withdrawal of Offensive KIA Television Commercial

For Immediate Release: January 31, 2007

(Toronto, ON) – Ontario's police leaders today called on Kia Canada Inc. to completely withdraw a television commercial which is sexist and demeans all police officers, particularly female officers.

The commercial features a police officer engaging in what appears to be a sexual encounter with a motorist she has stopped on a highway. While Kia Canada has voluntarily withdrawn the commercial during daytime and early evening rotation, the OACP is calling on the company to completely withdraw the ad from the air.

In a letter to Kia Canada President Jay Chung, the Ontario Association of Chiefs of Police (OACP) called the commercial "sexist" and demeaning to the entire policing profession.

"Female police officers serve with distinction in every police service in Ontario," said OACP President Chief Terry McLaren (Peterborough Lakeview Community Police). "They are highly trained professionals, equally qualified and skilled to perform their duties as law enforcement officers."

OACP is also asking KIA Canada to issue a public apology to the 30,000 sworn and civilian members of police services in Ontario and, in particular, to the female officers who have been maligned by this commercial.

Members of the Ontario Association of Chiefs of Police serve their communities as senior police leaders in municipal, regional, provincial, national and First Nations police services in Ontario.

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The letter to Kia Canada Inc. is available on the OACP's website:
www.oacp.on.ca



Ontario Association of
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police leadership: working
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