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Ford and House Party Connect with More Than 24,000 Consumers Through American Idol Finale Parties Across the Country

Irvington, NY and Detroit, MI, June 1, 2009 — House Party, a leading consumer activation and experiential marketing company, partnered with Ford Motor Company to encourage consumers to watch the first night of the two-night “American Idol” finale on Tuesday, May 19 while providing them with an exclusive look at the 2010 Ford Fusion, the most fuel-efficient mid-size sedan in America. More than 24,000 consumers attended the 1,000 parties across the country, which is above average for House Party – approximately 15,000 consumers typically attend a 1,000 House Party event.

In addition, House Party recorded tremendous viral activity and consumer advocate excitement on its website after customized e-mails and invitations were sent to guests about the Ford “American Idol” House Party. More than 4,000 digital photos and more than 50 videos were uploaded and the blog comments were above average for the company’s Web metrics. Separate from the viral activity, more than 200 host households experienced the new 2010 Ford Fusion or Fusion Hybrid first-hand.

“House Party proved to be an ideal partner for us in our efforts to generate excitement for the Ford Fusion and Fusion Hybrid in connection with ‘American Idol’,” said Connie Fontaine, Ford’s Brand Content and Alliance Manager. “The parties created meaningful opportunities for us to let guests experience our vehicles in a fun and friendly environment.”

House Party’s word-of-mouth marketing platform specializes in engaging thousands of qualified consumer advocates to host in-home parties where a brand or product is at the center of the party. Hosts invite their friends into their homes to hold a fun, authentic party. Each event is tracked and monitored by a custom-branded micro-site, launched to gather, galvanize and manage the party community and track the powerful and carefully engineered outcomes of each House Party event.

“Most of the hosts and guests were regular American Idol watchers so they’ve seen the commercials and mentions of the Ford Fusion,” said Kitty Kolding, CEO of House Party. “What a great way to wrap up the season by allowing hosts and guests to actually experience the car at their home.”

Ballwin, MO House Party Host Courtney Solstad also won a new 2010 limited edition American Idol inspired Ford Fusion and a trip for two to the two-day finale of *American Idol*. She was selected based on the amount of entries or votes she received, similar to the *American Idol* voting process.

The *Ford American Idol* House Party hosts received a party pack, filled with Ford Fusion-branded items.

“I’m a huge ‘American Idol’ fan so I was thrilled to be a host for the Ford American Idol House Party at Sunrise Harbor,” said Michael Bolanos, CEO of Entertainment Drive and Fort Lauderdale, FL House Party Host. “It was a great opportunity to learn more about and experience the Ford Fusion and all my friends, family and neighbors had a great time.”

About House Party

Founded in 2005, House Party is a leading consumer activation and experiential marketing services company that engages thousands of qualified consumer advocates who host in-home parties featuring a brand, product or element of entertainment programming. Managed via a proprietary, customized online community space for each brand event, consumers engage both in home and online to explore and promote brands they love. Headquartered in Irvington, NY, House Party works with such industries as consumer packaged goods, food & beverage, television, theatrical releases, consumer electronics, pharmaceutical, toys & games and automotive. Current clients include Sargento, NBC, Disney, Ford, Microsoft and P&G.

About Ford Motor Company

Ford Motor Company, a global automotive industry leader based in Dearborn, Mich., manufactures or distributes automobiles across six continents. With about 213,000 employees and about 90 plants worldwide, the company’s wholly owned brands include Ford, Lincoln, Mercury and Volvo. The company provides financial services through Ford Motor Credit Company. For more information regarding Ford’s products, please visit www.ford.com.

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