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Jeep® Brand Launches "The Mudds" Interactive Marketing campaign for the all-new 2006 Jeep Commander

- Family of five --- covered in mud --- highlight "Jeep Lifestyle" and 4x4 Trail Rated capability of the seven-passenger 2006 Jeep Commander
- Virtual Geo-caching Adventures, powered by Google Maps, give consumers a chance to win 2006 Jeep Commander and other prizes

October 17, 2005, Auburn Hills, Mich. -

The Jeep® brand announced today it will launch an interactive advertising campaign for the all-new 2006 Jeep Commander called "The Mudds." The new campaign will begin on October 24, and coincide with the arrival of the Jeep Commander into dealerships nationwide. To meet the Mudds, go to www.wearethemudds.com.

The Mudds are an active, well-adjusted family of five that enjoys an adventurous Jeep lifestyle. Mr. Brock Mudd and Mrs. Tracey Mudd have three children -- Summer (age 17), Victoria (age 13) and Clay (age 11). They appear to be a quintessential family of five, except for the fact the entire family is…yep you guessed it… covered in mud. Consumers will get to know the family as they travel through humorous situations in their all-new 2006 Jeep Commander.

The Mudds story will elaborately unfold over several weeks with bi-weekly Webisodes, biography pages, screensavers and wallpapers. Consumers also will have the opportunity to learn about the Mudds adventures by reading Victoria's own blog. In addition to getting to know the family in a virtual world, the Mudds also will make appearances at various events across the country.

"The Mudds campaign blends Jeep lifestyle with the latest technology in a fun and engaging online environment," said Jeff Bell, Vice President- Jeep, Chrysler Group. "The Mudds site will not only engage users, but also will forge deep connections with the Jeep brand while highlighting the newest addition to the Jeep product lineup."

Industry First

The Mudds campaign for the Jeep Commander is breaking new ground. Unlike any other campaign, online audiences will be invited to participate in an online scavenger hunt, powered by Google Maps, while learning about the 2006 Jeep Commander. This is the first commercial integration of virtual geo-caching (or scavenger hunts) fully integrated with Google Maps Application Programming Interface (API) and it is the first online branded experience that will fuse Webisodes (episodic video), mapping technology and rich media to offer a compelling and immersive experience for consumers.

The Mudds Virtual Geo-Caching Contest

Visitors to The Mudds microsite will be invited to watch videos and use Google Maps to find geocaches that The Mudds have hidden, which contain bonus information about the family and a chance to win a 2006 Jeep Commander. Entrants are rewarded for their interaction with the site by earning additional entries to the sweepstakes with each interaction (i.e. downloading content, send-to-a-friend, etc.).

Consumers will also find links to Jeep.com where they may take unique virtual tours of the Jeep Commander with links to features such as get-a-quote, price and equip, and the opportunity to schedule a test drive at a local Jeep dealership.

Direct TV & Dish TV

The Mudds will make a special appearance on the iTV platform where subscribers will be able to watch the first episode, learn more about the character's biographies, view their "Mudd mobile", locate the closest Jeep dealer and

request more vehicle information (only on Dish TV).

The Mudds Go Wireless
The Mudds will also deliver updated text messages to consumers that opt in for wireless notifications on their cell phones. Consumers will also have the opportunity to learn more about the Jeep Commander and the Mudds via their wireless PDA through an AvantGo partnership.

“At Organic we are proud of how we took the leap from ordinary to exceptional and showcased the unique elements of the Jeep brand,” said Chuck Russo, Chief Client Development Officer at Organic.

Only in a Jeep®
“The 2006 Jeep Commander signals our commitment to remain the leader in the SUV market – a market that Jeep invented more than 60 years ago,” said Bell. “The Jeep Commander is significant for a number of reasons. It is the first seven-passenger 4x4 that is Jeep Trail Rated, and it is the only SUV in its class to offer a choice of two V-8 engines. In addition, the Jeep Commander expands and strengthens the Jeep lineup, which consists of Jeep Wrangler, Jeep Liberty and Jeep Grand Cherokee.

The Jeep brand’s history of legendary capability has made it synonymous with words like freedom, adventure, mastery and authenticity. Whether it is through lifestyle programs like Camp Jeep, lifestyle activities such as gaming and music, or innovative interactive marketing campaigns like the Mudds, the Jeep brand continues to help people expand their boundaries and life experiences.

About Organic, Inc.
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