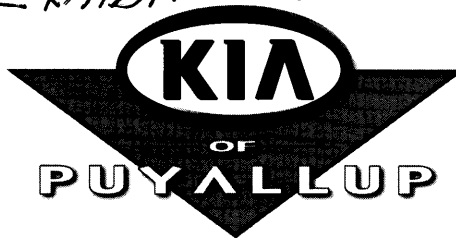


Exhibit I



April 7, 2011

Michael S. and Elana Laham  
PO Box 66  
Renton, WA 98057-0066

**RE: 2011 Kia Forte EX VIN KNAFU5A27B5333715**

Dear Mr. and Mrs. Laham:

I have reviewed your correspondence and the related deal file for the vehicle purchase referred to above. It is clear to me that you do not understand the laws that you cited, the purposes for which they were enacted, or their application to automobile sales. \*

The "sticker" on the vehicle that you are referring to is commonly known as the "Monroney Label." It is named for the Monroney Act, also known as the Automobile Information Disclosure Act, 15 U.S.C. § 1231-1233. This law requires the manufacturer to post, among other things, an identification number and a selling price on each new vehicle. This selling price is a Manufacturer's Suggested Retail Price (or "MSRP"). Automobile dealers are not required by any state or federal law to sell their vehicles for MSRP. \*\*\*

\*\*\* Furthermore, the vehicle you purchased was never displayed on our lot for sale at ANY price. We acquired this vehicle from another dealer specifically for you because we did not have the exact vehicle you wanted to purchase in stock at the time you placed your order.

In summary, Kia of Puyallup did not engage in an "unlawful pricing" of the vehicle that you purchased - we charged you only the amount that you agreed to pay. N/A

Please feel free to call me if you have further questions regarding this issue. I may be reached at (253) 286-6080.

Sincerely,

A handwritten signature in black ink, appearing to be "Greg Backstrom", written over a horizontal line.

Greg Backstrom  
Chief Financial Officer

Cc: Kerry S. Bivens  
Ryan W. Sawyer  
Jim Krueger, Esq.

**Kia of Puyallup**

111 Valley Avenue NE • Puyallup, WA 98372 • 253.286.8000 • Fax: 253.286.8001

www.kiaofpuyallup.com