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Dodge Brand Partners with Syfy and Trion Worlds for 'Defiance,' First-ever Convergence of Television Programming and Online Gaming

- Multidimensional partnership includes vehicle integrations and custom creative executions crossing many media platforms
- Dodge Charger is 'hero vehicle' in 'Defiance' TV show debuting April 15 on Syfy Channel; Dodge Challenger featured in 'Defiance' multiplayer online video game launched April 2
- 'Defiance' marks first time interconnected world and storylines co-exist throughout a scripted drama series and online game

April 14, 2013, Auburn Hills, Mich. - The Dodge brand has partnered with Syfy and Trion Worlds for "Defiance," the first-ever convergence of television and online gaming featuring an interconnected world and storylines that co-exist throughout a scripted drama television series and an online game.

As the exclusive automotive sponsor, the Dodge brand partnership includes vehicle integrations in the TV show (Dodge Charger) debuting April 15 and online video game (Dodge Challenger), launched April 2, as well as custom co-branded advertising and promotions crossing multiple media platforms, including television, digital, social media, mobile, gaming and on-demand. "Defiance" allows Dodge a prime opportunity to speak to its socially engaged customers.

"Dodge has a long history of innovation, and this new partnership with SyFy is the latest example, as it represents the first-ever merging of TV and online gaming," said Tim Kuniskis, President and CEO – Dodge Brand, Chrysler Group LLC. "While 'Defiance' is set in the year 2046, the featured Dodge Charger stays true to its DNA. It has timeless performance & technological capabilities needed to survive in a futuristic world, while the Challenger video game integration allows enthusiasts to interact with the iconic muscle car in ways they might not have imagined possible."

"We couldn't be more thrilled by Dodge's partnership with 'Defiance,' Syfy's biggest, boldest and most ambitious project in our 20 year history," said Chris Czarkowski, Syfy's VP of Ad Sales. "As a forward thinking brand, Dodge was able to leverage the innovative opportunities with this groundbreaking experience to completely and organically engage our valuable consumers with their brand."

Both the television series and game are standalone experiences that unfold concurrently in one world, however, they also seamlessly intertwine to create a dynamic interactive experience in which the show impacts the game, and the game influences the show.

Two Dodge Chargers, with exterior modifications to fit the futuristic storyline, are the hero vehicles driven by main character Nolan (Grant Bowler), the city of Defiance "law-keeper." The vehicles are integrated into the storylines beginning with the sixth episode, becoming main characters in the story.

In mid-May, coinciding with the first appearance of the Dodge Chargers in the TV program, Dodge will debut a new co-branded television spot and a social gaming experience and contest.

About "Defiance"
Set in the near future, "Defiance" introduces an exotically transformed planet Earth, its landscapes permanently altered following the sudden – and tumultuous – arrival of seven unique alien races. In this somewhat unknown and

unpredictable landscape, the richly diverse, newly-formed civilization of humans and aliens must learn to co-exist peacefully. Each week, viewers will follow an immersive character drama set in the boom-town of Defiance, which sits atop the ruins of St. Louis, Mo., while in the game, players will adventure in the new frontier of the San Francisco Bay area. The dramatic tapestry of the series and the intense action of the game will exist in a single universe where their respective narratives will inform one another and evolve together into one overall story.

The series stars Grant Bowler, Julie Benz, Stephanie Leonidas, Tony Curran, Jaime Murray, Graham Greene and Mia Kirshner. It is executive produced by Kevin Murphy (Desperate Housewives, Caprica, Hellcats) and Michael Taylor (Battlestar Galactica). Kevin Murphy serves as showrunner. Scott Stewart (Legion, Priest) directed the pilot; Michael Nankin will serve as director/producer on the series. Defiance is produced by Universal Cable Productions. Among other accolades, the game was named “Best MMORPG” from GameSpy at the June 2012 E3 conference.

About Dodge

For nearly 100 years, Dodge has defined passionate and innovative vehicles that stand apart in performance and in style. Building upon its rich heritage of muscle cars, racing technology and ingenious engineering, Dodge offers a full-line of cars, crossovers, minivans and SUVs built for top performance - from power off the line and handling in the corners, to high-quality vehicles that deliver unmatched versatility and excellent fuel efficiency. Only Dodge offers such innovative functionality combined with class-leading performance, exceptional value and distinctive design. With the all-new 2013 Dodge Dart offering up to 41 miles per gallon, the all-new Dodge Charger paired with the ZF eight-speed transmission that achieves a class-leading 31 miles per gallon on the highway, the new Durango and the significantly revamped Grand Caravan - inventor of the minivan - Journey, Avenger and iconic Challenger, Dodge now has one of the freshest dealer showrooms in the United States. For more information about the Dodge brand, go to www.dodge.com.

About Dodge Charger

As the first domestic sport sedan to feature an eight-speed automatic transmission, the 2013 Dodge Charger reignites the segment combining iconic Dodge styling in a four-door fastback coupe design with best-in-class 31 highway mpg fuel economy, up to 370 best-in-class horsepower, an available intelligent AWD system delivering best-in-class V-6 fuel efficiency, plus world-class handling, technology and craftsmanship all at an attainable value. And for the hardcore Dodge enthusiast, 2013 marks the return of the legendary Charger Daytona with its one-of-a-kind interior and exterior styling enhancements that perfectly combine heritage, performance and value.

About Dodge Challenger

The 2013 Dodge Challenger continues to deliver more of what muscle-car enthusiasts want — a powerful and efficient V-6 and HEMI V-8 engine lineup, maximum grip with its performance suspension, class-exclusive seating for five and iconic muscle-car styling with customizable wheel and stripe options , plus the return of high-impact heritage paint colors including Plum Crazy, HEMI® Orange and TorRed — all executed with world-class quality and precision.

About Syfy

Syfy is a media destination for imagination-based entertainment. With year round acclaimed original series, events, blockbuster movies, classic science fiction and fantasy programming, a dynamic Web site (www.Syfy.com), and a portfolio of adjacent business (Syfy Ventures), Syfy is a passport to limitless possibilities. Originally launched in 1992 as SCI FI Channel, and currently in more than 98 million homes, Syfy is a network of NBCUniversal, one of the world's leading media and entertainment companies. (Syfy Imagine greater.)

About Trion Worlds

Trion Worlds is the leading publisher and developer of premium games for the connected era. Powered by a breakthrough development and publishing platform, Trion is revolutionizing the way games are developed, played and sold. Trion’s world-class team delivers high-quality, dynamic and massively social games operated as live services across the biggest game genres and devices; including the critically acclaimed blockbuster, Rift™ and the highly-anticipated End of Nations™ and Defiance™. Trion is headquartered in Redwood City, Calif., with offices in San Diego, Calif., Austin, Texas, and at Trion Worlds Europe in London, UK.

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