



Game On! Ford Escape Launches World's Largest Escape the Room Experience with First-Ever Driveable Game

- Ford teams up with visionary puzzle master Victor Blake to design the world's first Escape the Room drive experience, integrating technology from the new Ford Escape in a creative plot that will have players discovering a whole new side of New York State, and themselves
- Selling out in less than 24 hours, more than 1,000 players signed up for immersive group gaming experience, to be held June 23-26 at the Skylight at Moynihan Station in Midtown Manhattan; 35,000-square-foot venue is more than half the size of a professional football field
- Ford – aiming to connect with millennial buyers – leverages the experience economy trend to transform a typical test drive into something culturally relevant for the younger consumer

RELATED: Ford and I LOVE NEW YORK Kick Off Summer; First-Ever Collaboration Encourages New Yorkers to Escape the City

NEW YORK, June 20, 2016 – Ford Motor Company and the popular experiential game Escape the Room are teaming up to create the largest game experience yet – the first-ever driveable game that will challenge participants to use the latest technology and features of the 2017 Ford Escape to figure out clues and solve puzzles in a way that's never been done before.

Designed in collaboration with New York State's I LOVE NEW YORK campaign, creator and visionary puzzle master Victor Blake crafted a consumer experience like no other. Players will attempt to escape multiple rooms in one of New York's most iconic buildings – Moynihan Station. Escape NYC: An Escape the Room Driving Experience takes place June 23-26.

"Younger, urban consumers today want to live through experiences and engage with brands that represent their lifestyle," said Ginger Kasanic, Ford experiential marketing manager. "They are voracious consumers of life – they're not spectators, they're participants."

"Escape the Room NYC can be summed up as the experience economy trend putting a unique spin on the traditional test drive," Kasanic adds.

The event is true to the gaming phenomenon Blake created, which has become one of the trendiest entertainment experiences with millennials, except for the fact it will occupy 35,000 square feet – making Escape NYC 50 times larger than the typical game experience, according to Blake.

"Ford asked if I'd be up for integrating the new Escape into an Escape the Room game, and the end result is unlike anything I've created before," says Blake. "The SUV is packed with tons of advanced technology, and it was an entertaining exercise to integrate things like ultrasonic parking sensors into the puzzles and clues that are iconic to the game."

At the landmark Moynihan Station, players will find themselves immersed in the hidden treasures of summertime in New York as they navigate the quintessential path of going from humble beginnings to making it big in the film industry. An expansive, five-room play space prompts participants to find clues that will guide their journey using various technological tools available in the new Ford Escape, and their own wits.

Some of the in-vehicle technologies integrated into the game:

- Digital music and streaming radio from iHeartRadio via SYNC® AppLink™
- Voice-to-text capabilities of SYNC 3 driver connect system
- Remote start and remote lock capabilities of SYNC Connect, via FordPass™
- Premium audio system from Sony® with Clear Phase™ and Live Acoustics™
- Enhanced active park assist
- Adaptive cruise control and collision warning with brake support
- Rearview camera
- Seven-color ambient lighting
- Hands-free, foot-activated liftgate

Players are sworn to secrecy to ensure the game is fresh for everyone and nobody has an advantage. Throughout the game, players will discover a whole new side of New York State, and themselves.

The game, open to the public for four days, saw just more than 1,000 consumers sign up in less than 24 hours. Although pre-registration is sold out, walk-in spots will be available each day.

“We’re constantly looking for new ways to connect with consumers and teaming up with Escape the Room allowed us to create a unique and unexpected experience to introduce our new Ford Escape and our technologies,” said Kasanic.

To further raise the profile of hidden gems and key destinations across New York State, Ford and I LOVE NEW YORK are releasing Summer Escape Travel Guides featuring weekend and extended getaways that can be best enjoyed in the 2017 Ford Escape. All participants will receive a custom Escape New York summer guide highlighting the state’s diverse vacation regions to help plan the perfect weekend getaway.

About Escape the Room

Starting with one game played in New York City in October of 2013, Escape the Room has grown into what is now known as the premiere live game and entertainment company in the United States. Developed by an all-star team of puzzle designers, theme park engineers and set designers, Escape the Room creates interactive, immersive games rooted in hyper-realistic scenarios with state of the art technology that sets the bar for experiential entertainment. With dozens of “rooms” in multiple cities across the country, including Atlanta, Boston, Dallas, Detroit, Houston,

Milwaukee, New York, Philadelphia, Pittsburgh, Scottsdale, St. Louis, and Washington, DC, Escape the Room brings gaming into the real world. For more information, visit www.escapetheroom.com.

About iHeartMedia

With over a quarter of a billion monthly listeners in the U.S. and over 85 million social followers, iHeartMedia has the largest reach of any radio or television outlet in America. It serves over 150 markets through 858 owned radio stations, and the company's radio stations and content can be heard on AM/FM, HD digital radio, satellite radio, on the Internet at iHeartRadio.com and on the company's radio station websites, on the iHeartRadio mobile app, in enhanced auto dashes, on tablets and smartphones, and on gaming consoles.

iHeartRadio, iHeartMedia's digital radio platform, is the No. 1 all-in-one digital audio service with over a billion downloads; it reached its first 20 million registered users faster than any digital service in Internet history and reached 85 million registered users faster than any other radio or digital music service and even faster than Facebook. The company's operations include radio broadcasting, online, mobile, digital and social media, live concerts and events, syndication, music research services and independent media representation. iHeartMedia is a division of iHeartMedia, Inc. (OTCBB: IHRT). Visit iHeartMedia.com for more company information.

About New York State

New York State features 11 beautiful vacation regions. New York's attractions span from landmarks such as Niagara Falls to the wine trails of Hudson Valley and treasures like the Baseball Hall of Fame in Cooperstown. Whether it's wide-ranging outdoor activities for the whole family like hiking, culinary wonders and farm-to-table fresh foods, snowmobiling, skiing and snowboarding, or the rich history and culture of one of the 13 original colonies, New York State offers diverse activities for all travelers. For more information, visit www.iloveny.com. Media can find press releases and more at www.iloveny.com/thebeat.

About Sony Corporation

Sony Corporation is a leading manufacturer of audio, video, imaging, game, communications, key device and information technology products for the consumer and professional markets. With its music, pictures, computer entertainment and online businesses, Sony is uniquely positioned to be the leading electronics and entertainment company in the world. Sony recorded consolidated annual sales of approximately \$72 billion for the fiscal year ended March 31, 2016. Sony Global Web Site: <http://www.sony.net/>. Sony is a registered trademark, and Clear Phase and Live Acoustics are trademarks of Sony Corporation.

About Ford Motor Company

Ford Motor Company (NYSE: F) is a global company based in Dearborn, Michigan, that is committed to helping build a better world, where every person is free to move and pursue their dreams. The company's Ford+ plan for growth and value creation combines existing strengths, new capabilities and always-on relationships with customers to enrich experiences for and deepen the loyalty of those customers. Ford designs, manufactures, markets and services a full line of connected, increasingly electrified passenger and commercial vehicles: Ford trucks, utility vehicles, vans and cars, and Lincoln luxury vehicles. The company is pursuing leadership positions in electrification, connected vehicle services and mobility solutions, including self-driving technology, and provides financial services through Ford Motor Credit Company. Ford employs about 186,000 people worldwide. More information about the company, its products and Ford Motor Credit Company is available at corporate.ford.com.