

Subject: Asian Lunar New Year Beginning January 26, 2009 Ushers in Year of the Ox

**Asian Lunar New Year, Year of the Ox
January 26, 2009 - February 13, 2010**

Famous Americans Born in the Year of the Ox include Barack Obama

New York, New York - January 14, 2009 - Many Asian populations in the United States including Chinese, Vietnamese and Koreans will soon be celebrating The Asian Lunar New Year, The Year of the Ox, which begins on January 26, 2009. Lunar New Year is an ancient cultural tradition during which family members and friends come together to wish each other happiness and pay respect to ancestors. It is a time to cast away the bad luck of the previous year and wish "good fortune" in the coming year.

"The Asian Lunar New Year is an extremely important holiday that is widely celebrated in many Asian communities. It is a time for reunion, renewal, and revitalization with family, friends, and business colleagues," said Cynthia Park, president, Kang & Lee Advertising, the leading multicultural marketing consulting and communications agency specializing in reaching Asian consumers in the United States.

The Lunar New Year is celebrated with loved ones, lots of special holiday food, and traditional music including drums and gongs. Family members and friends gather at each other's homes for visits during which they share large meals and gifts symbolizing fortune. According to tradition, Chinese and Vietnamese give children "red-envelopes" with good-luck money for the New Year, and Koreans offer newly minted money as a symbol of auspicious and fortuitous beginnings. Before the New Year, houses get a thorough cleaning to sweep away evil spirits that may be hiding and everyone buys bright new clothing to wear on New Year's Day.

The Lunar New Year is represented by a cycle of 12 years, each denoted by a different animal. Traditionally, the festivities start 22 days prior to the New Year and continue for 15 days afterwards. Chinese New Year parades are annual traditions across the United States. This year, the Year of the Ox, is the second animal in the Chinese horoscope.

Below are some fun facts about the Ox.

Ox Years: 1913, 1925, 1937, 1949, 1961, 1973, 1985, 1997, 2009

Chinese Calendar Year: 4707

Corresponds to Western Sign: Capricorn

Famous Americans Born in Year of the Ox: Barack Obama, Walt Disney, Gerald Ford, Sammy Davis Jr., Paul Newman, Bill Cosby, Colin Powell, Jack Nicholson, Dustin

Hoffman, Warren Beatty, Jane Fonda, Meryl Streep, Bruce Springsteen, Billy Joel, Don Johnson, Eddie Murphy

Other Famous People Born in the Year of the Ox: Napoleon, Vincent van Gogh, Margaret Thatcher, Diana Princess of Wales

Ox Characteristics: patient, contemplative, dexterous, eloquent, confident, authoritative, responsible, dependable, honest, intelligent, caring, creative, honorable, and practical. At the same time, the Ox may be inflexible, proud, possessive, critical, stubborn and intolerant.

Best Careers for Those Born in the Year of the Ox: Painters, Interior Designers, Carpenters, Mechanics, Engineers, Draftsmen, Architects, Army Officers, Managers, Archeologists, Bankers, Investment Brokers, Real Estate Agents, Academics

Lucky Colors:

Yellow (symbolizes fame and achievement), Blue (symbolizes harmony)

The Asian Lunar New Year is the one period in each year during which many advertisers that target Asian consumers - regardless of product category - often develop Lunar New Year greetings ads and/or special promotional offers tied to the holiday.

"Advertising to Asians during the Lunar New Year is one of the most important mechanisms for marketers to recognize, show respect for, and strengthen brand relationships with Asian consumers," said Saul Gitlin, executive vice president - strategic services at K&L.

More and more marketers have begun unique communication programs to address Asian consumer segments, which represent lucrative and largely 'untapped' opportunities for business growth. "The Asian American market is a market of 'superlatives' which holds enormous business potential for companies in diverse product categories," said Gitlin. Asians have the fastest population growth rate among all racial groups, they have the highest median household income, the highest level of educational attainment, and one of the highest rates of entrepreneurial activity. Because they are highly concentrated in key regions of the country, they can be reached in a cost-efficient manner to achieve a strong return on investment.

As almost all Lunar New Year advertising is placed in U.S. Asian-language media, it is largely "hidden" from mainstream, general market view. Some major categories that, in past years, have acknowledged Asian consumers with specific promotions and/or holiday greetings during this important Asian celebration include those in the financial services, automotive, telecom, and retail industries, among others.

Lunar New Year:

- in Chinese: "Chuen Jie" (Mandarin for 'Spring Festival')
- in Vietnamese: "Tet Nguyen Dan"
- in Korean: "Sol"

Happy New Year:

- in Chinese (Cantonese): Gung Hay Fat Choy (Wishing you get rich)
- in Vietnamese: Chuc Mung Nam Moi (Happy New Year)
- in Korean: Sae Hae Bok Man Ie Ba Due Se Yo (Get lots of luck)

Lucky/Special New Year Foods:

- Chinese: Dumplings, Rice Cake (called Nian Gao)
- Korean: Rice Cake Soup (called duk-kuk)
- Vietnamese: Rice Cake (called Banh Trung)

Next Lunar New Year: Year of the Tiger, February 14, 2010 - February 2, 2011

About K&L Advertising

K&L Advertising is the leading multicultural marketing consulting and communications agency specializing in reaching Asian consumers in the United States. Headquartered in New York City, K&L services a wide range of blue-chip clients in diverse product categories.

To access the most comprehensive profiles of Asian American consumers available online, please visit K&L's award-winning website, www.kanglee.com.

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