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Influence and Contributions of Asian and Pacific Americans Highlighted

New York City, May 1, 2009 - Asian Pacific Heritage Month, which begins today, was federally designated in 1978 to celebrate the heritage and culture of the fast growing Asian Pacific American population within the United States. Originally founded as a week-long event, it was later expanded to a month long celebration, which honored important anniversaries in American history, including the arrival of the first Japanese immigrants to America on May 7, 1843, and the completion of the transcontinental railroad, which many Chinese laborers helped build, on May 10, 1869. Today, over 165 years after the first large waves of brave Asian immigrants arrived in America, the Asian Pacific American population has grown to almost 14 million and has become an important part of the American mosaic.

"In May, we celebrate the contributions that Asian and Pacific American culture and heritage have made to the multifaceted life of our nation," said Cynthia Park, President of K&L Advertising, the leading multicultural marketing, consulting and communications agency specializing in reaching Asian consumers in North America. "This includes recognition of the importance of Asian and Pacific Americans within the consumer landscape of our country. The needs and preferences of these consumers continue to offer opportunities for marketers in many regions of the country where Asian and Pacific Americans have already achieved a critical population mass," added Park.

In the last decade, Asian and Pacific American marketing activity has continued to grow dramatically, reflecting the exploding interest within corporate America in multicultural marketing.

"For many industries and brands, Asian and Pacific American consumers represent the 'final frontier' of true, first-mover opportunity," said Saul Gitlin, EVP, Strategic Services at K&L Advertising. Recent market entries into these important, and fast-growing consumer segments abound in many categories, including pharmaceuticals, travel & leisure, retail, and business-to-business services, among others. "It is clear that the unusually attractive demographic characteristics of Asian Pacific Americans, combined with the accelerated growth and sophistication of media directly reaching these groups in our country, are driving a new level of corporate attention to this marketplace," Gitlin noted.

With more than 20 distinct ethnic sub-segments represented within the Asian and Pacific American population, six segments alone - Chinese, Asian Indian, Filipino, Vietnamese, Korean and Japanese - comprise almost 90% of the total population. More than half of all Asian and Pacific Americans reside in key metro areas in just three states: California,

New York and Texas. Other key population centers include Chicago, Honolulu, Seattle, Boston, Washington DC, and Atlanta, to name a few.

"There are many noteworthy individuals of Asian Pacific American descent who have achieved prominence within diverse spheres of American life - including politics, business, entertainment, fashion, sports, and numerous other areas," explained Cynthia Park. "During the month of May, we applaud the role that all Asian Pacific Americans have had in shaping the cultural, social, and commercial life of our nation as a whole, as well as within our communities," Park concluded.

About K&L Advertising

K&L Advertising is the leading multicultural marketing consulting and communications agency specializing in reaching Asian consumers in North America. Headquartered in New York City, K&L services a wide range of blue-chip clients in diverse product categories. On April 28, 2009, the trade publication, Advertising Age, ranked K&L as the #1 Asian multicultural agency in the United States.

To learn more about K&L and the Asian American marketplace, please visit K&L's award-winning website, www.kanglee.com.

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